



2010 final report

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Mission | Backyard Harvest provides low-income families and older adults with better access to fresh, local foods by encouraging a variety of locally-based growing, gathering and gleaning activities.

Philosophy | Our efforts are guided by a simple set of principles:

Everyone should have access to healthy foods. We live in a country of vast abundance, yet only a portion of our population has consistent access to a wide-range of fresh, healthy fruits, vegetables, eggs, meats and dairy products. For needy families and older adults their options all too frequently consist of the non-perishable canned and packaged foods that line the shelves of food banks or the super-sized menu items of fast food restaurants. Backyard Harvest programs allow the most vulnerable members of our community the chance to eat well, and avoid illnesses such as diabetes and heart disease that are linked to poor nutrition

Small things matter. Governmental agencies and large charitable organizations often overlook small, privately owned sources of fresh food. Backyard Harvest programs highlight the impact small vegetable gardens and residential fruit trees can have on a community's food system—providing tens of thousands of pounds of high-quality fresh food to people in need.

Self-sufficiency is good for the planet. By relying on local food resources, Backyard Harvest chapters conserve energy and resources both in terms of less fuel for transportation and less packaging. We also encourage folks to rethink the land around their homes—advocating the incorporation of sustainably-managed gardens and orchards.

Food grows communities. By concentrating on what individuals can grow and share, Backyard Harvest programs create a powerful level of engagement at the grassroots level. We have found time and again, that when people are involved in growing and sharing their own food, a community's sense of common purpose and fellowship is strengthened.

Share good ideas. As an organization we want to share our ideas and resources. Our success will be measured by the extent to which our programs influence and shape local food systems across the country.

History |

..... 2005

Backyard Harvest began in 2005 with a gardening accident in Moscow, Idaho. That summer, Amy Grey, a graphic designer and mother of two young sons accidentally grew 200 heads of lettuce in her family’s first-ever vegetable garden. After an initial emergency trip to her foodbank, an idea began to grow. Amy wondered if there was a way to collect extra produce from other local gardeners and distribute it to area programs in need of fresh fruits and vegetables?

..... 2006

In the spring of 2006, Amy approached a local non-profit—the Palouse-Clearwater Environmental Institute (PCEI)—with her ideas to begin a program to collect extra garden surplus and give it to local families in need. PCEI agreed to pilot “Backyard Harvest” as one of its Community Food System’s projects. With Amy volunteering her time as the project coordinator and donating the start-up funds, over 4,000 lbs of locally grown produce was collected and redistributed to area food pantries during this initial season.

..... 2007

In 2007, a formal advisory panel composed of community members was created to guide Backyard Harvest. A more formal fiscal sponsorship relationship was also developed with PCEI. In exchange for managing BYH accounts and extending its liability coverage, PCEI received 14% of all grants and private donations raised to support the project. Amy Grey continued to volunteer as the project coordinator and in addition to gathering garden surplus, the project began to harvest local fruit trees. By the end of the season, almost 14,000 lbs of fresh fruits and vegetables were distributed to 16 area food pantries and meal programs.

..... 2008

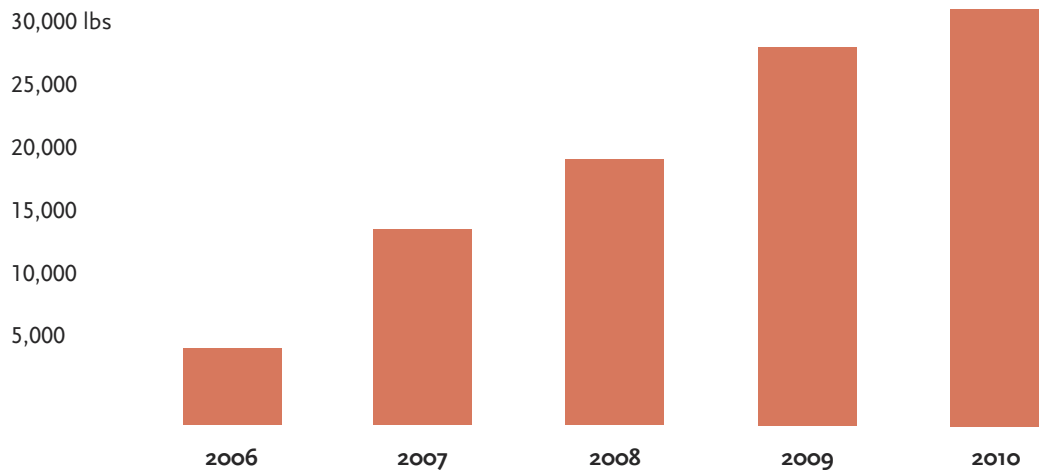
In January, 2008, Amy Grey and members of the Backyard Harvest Advisory panel made the decision to formally separate from the Palouse-Clearwater Environmental Institute and seek independent 501(c)3 non-profit status. While the partnership with PCEI certainly helped the project get started, it was felt that becoming independent would provide the organization with greater flexibility and control, particularly in terms of grant-seeking and fundraising. Backyard Harvest was incorporated with the state of Idaho and by June had received its non-profit status from the IRS. By the end of this season, the newly independent organization had collected and distributed over 18,000 lbs of fresh, locally-grown fruits and vegetables to 20 area food banks and meal programs.

Backyard Harvest’s fourth season was propelled by over \$30,000 of grant funding. In addition to gathering and gleaning, new programs began to grow produce for donation, facilitate the acceptance of federal food assistance benefits at local farmers markets and expand outreach efforts with a mobile produce stand. Amy Grey continued to volunteer as the organization’s director; joined by a small paid part-time staff. This season, 28,319 lbs of produce were collected and distributed to families in Latah, Nez Perce and Whitman Counties.

In 2010, Backyard Harvest focused on innovative ways to distribute the record setting amounts of fresh produce we were able to grow, glean and gather from local sources. Our goal was to not only get fresh produce to families and seniors in need, but provide them with the resources to better incorporate these foods into their meals and preserve them for future use. We sought to achieve this through programming which integrated families into the fabric of the wider community. A series of key partnerships with local landowners and institutions allowed us to move toward this goal. Working with the owner’s of Soggy Bottom Farm, we were able to pilot a Community Supported Agriculture (CSA) Program which provided weekly farm shares along with recipes and one-on-one advice on food preparation and preservation for a wide-cross section of our community. Full-priced shares were \$500 for the season, while reduced-priced shares were just \$5 week with the option to use SNAP benefits for payment. Meanwhile, contracts with the University of Idaho’s Horizon Program and the Whitman County Area Agency on Health and Human Services allowed us to extend the geographical reach of the Harvest Share mobile food stand, providing hundreds more families with the opportunity to select as much produce as they needed from a farm stand setting.

1.2 OUTCOMES

In 2010, Backyard Harvest collected and distributed 32,302 lbs of fresh produce to hundreds of families living across the Palouse and Lewiston–Clarkston Valley. This total reflects only a marginal increase from the previous season—though not due to lack of effort. Instead this was a very challenging growing season weather-wise. Fruit crops were damaged by a severe freezing episode the previous fall and many varieties brought in only 10% of their usual crop. A very wet and cold spring, meanwhile, led many gardeners to abandon their efforts for the year and significantly decreased the yields of many area farms. If we can get a season with more ideal weather conditions, the totals from 2010 actually suggest that distributing 40,000 lbs of fresh produce annually should be within our reach.



1.3 STAFF

Amy Grey | Executive Director | 30 hrs wk | *pro bono* | Responsible for grant-writing, coordinating fundraising activities, marketing & design, as well as assisting in growing, gleaning and distribution activities.

Isaak Julye | Project Coordinator | \$15,621 | Responsible for planning and implementing BYH's growing and gleaning activities, including organizing volunteers, staff and interns. Also responsible for purchasing seeds and supplies and maintaining equipment and vehicles.

Marci Miller | Outreach Coordinator | \$6006 | Responsible for coordinating the Soggy Bottom Farm CSA program and the Harvest Share Stand. Also involved in outreach activities with local schools and organizing volunteer events.

Greg Freistadt | Growing & Gleaning Assistant | \$5474 | Worked with Isaak to oversee BYH garden spaces and gleaning activities.

Molly Boers | Market Coordinator | \$3498 | Coordinated the *Shop the Market* program at the Tuesday Growers Market and Moscow Farmers Market. Also assisted in CSA share distribution.

Stephanie DeMay | UI Student Intern | \$1280 | Assisted with CSA and outreach activities.

1.4 BOARD OF DIRECTORS

Jessica Bearman | President | Owner | Bearman Consulting

Kenna Eaton | Vice-President | General Manger | Moscow Food Co-op

Tom Liesz | Treasurer | Faculty | University of Idaho Business School

Kenzie Femreite | Secretary | Nutrition Educator | University of Idaho Extension Program

Donna Woolston | Owner | Appearances Marketing & Promotion

Suzanne St. Pierre | Owner | Living in the Garden Nursery

Jeff Hill | Owner | James Toyota

Peggy Jenkins | Attorney | Jenkins Research

Claire Lichtenfels | Owner | Soggy Bottom Farm

1.5 VOLUNTEERS

Over 700 community members now subscribe to Backyard Harvest’s monthly volunteer e-newsletter. Despite this, the number of volunteers who helped out with BYH activities declined by almost half when compared to 2009. Forty-three community members contributed 179 hours to Backyard Harvest this season (excluding the efforts of BYH’s director and the SBF owner). Several factors were involved in this decline, including:

- the cancellation of all but one of our large-scale orchard gleanings due to lack of fruit this season
- the professionalization of our harvesting practices (i.e. work in the gardens often began at 6am)
- insufficient staff hours to tailor BYH activities to fit the schedule and limitations of potential volunteers

These statistics do not include the efforts of one extraordinary volunteer. BYH board member, Claire Lichtenfels not only provided access to her land, but dedicated approximately 20 hrs a week from May–October to ensure that the Soggy Bottom Farm–Backyard Harvest Community Supported Agriculture (CSA) program was a success (*for details see below*).

1.6 OUTREACH

Backyard Harvest staff coordinated and or participated in several activities this season which involved educating and engaging the general public in our broader mission. These included:

- Speaking Engagements & Workshops
- Amy was invited to speak or guide workshops at several local and regional events:
 - University of Idaho Leadership Conference, February
 - Idaho Farmers Market Training & Workshop, March
 - Second Harvest Local Food Symposium, April
 - Moscow Unitarian Church, April

- Moscow Rotary, September
- UI Oxfam Club, October

—Conference Sponsorship

In addition to these speaking engagements and workshops, Backyard Harvest staff helped to organize with the University of Idaho and Rural Roots the *Food on the Table Conference* held in Moscow in March. This regional 2-day conference had over 200 attendees and was focused on enhancing our local food networks.

—Field Trips

The following classes either made fieldtrips to BYH gardens or BYH staff organized activities at the schools:

- Lena Whitmore: Kindergarten and 1st Grade Classes
- PCEI After-School Program
- Palouse Prairie Charter School, Kindergarten Class
- McDonald Elementary, Third Grade Class

—Other

Hosting tours, workshops and coordinating a local displays rounded out BYH's outreach activities in 2010.

- 7th St Garden | Moscow Food Co-op's (MFC) Chicken Coop Tour
- 7th St Garden | Moscow Food Co-op's Growers Tour
- 7th St Harvest Shed | Site of bi-monthly MFC's Preserving Workshops
- Home Grown Art Program Exhibit | Bank-Left Gallery, Palouse
- Moscow Public Library Display | July

1.7 GRANTS

This season Backyard Harvest submitted several successful grant requests on the local level, but was unable to break through with larger regional or national proposals, even when partnering with more established institutions like the University of Idaho or Sojourner's Alliance.

Following are the grants we did receive:

- Pullman Community Foundation | *Town Orchard* | \$3500 request | \$1,950
- Moscow Women's Giving Circle | *Harvest Share Stand* | \$3650 request | \$3650

Idaho Community Foundation | *Town Orchard* | \$3000 request | \$500
WSU Campus on the Run | *Palouse Garden Collaborative* | \$1200
Avista Corporation | *Harvest Share Stand* | \$3000 request | 1998 F-150 Pick-up

These were the proposals that were denied:

USBank (in partnership with UI Horizon's Program)
Harvest Share Stand | \$30,000 request
USDA-AFRI | (in partnership with University of Idaho, Montana & Oregon)
Consulting on CSA's for low-income families | 1.5 M request (\$10,000 for BYH)
USDA-TEFAP | | (in partnership with Sojourner's Alliance)
Harvest Share Stand | \$65,000 request (\$30,000 for BYH)
Albertson Foundation | *Harvest Share* | \$5,000
Wallace Foundation | *National BYH Network* | \$25,000
Ben & Jerry's | *National BYH Network* | \$10,000

1.8 FUNDRAISING

Backyard Harvest held three fundraising events over the course of 2010. These included:

Harvest Celebration with Home-Grown Art Auction—Our annual potluck was accompanied for the first time by a small silent auction of donated works with a gardening theme. The twenty pieces of donated artwork were previewed at the Bank Left Gallery in Palouse for two weeks prior to the actual event. Attendance at the event was at an all-time high (about 150 people) and \$420 was raised from the auction (after expenses) and \$50 from the later calendar sales at the 1912 Winter Market (the calendar incorporating art donated for the auction). Extra calendars were also used to thank donors, volunteers and others who helped in Backyard Harvest efforts this season.

This event should be held again in 2011, though in order to increase the amount of art donated we should begin soliciting in the spring and specifically target the art programs at the universities. The Bank Left Gallery owners are happy to host another exhibit in 2011, so this should be pursued. Finally, while calendar sales were brisk at the November and December Winter Markets in relation to the size of the crowds, we need to identify other venues. Possibilities include having the calendars ready earlier, so they can be sold at the October Tuesday Growers Markets and including them in an Etsy.com storefront for Backyard Harvest.

Harvest Dinner—Backyard Harvest worked with Nectar Restaurant to offer a new harvest dinner at the restaurant created from local ingredients. Forty-five tickets were available and

sold quickly with a minimum of advertising ahead of time. Moreover, most of the attendees were making financial donations to Backyard Harvest for the first time. In all, this event raised \$3,535.

Again, we should seek to repeat this event in 2011. Brett & Nikki Woodland, the owners of Nectar are amenable to hosting once again. In terms of minor changes, offering tables for sale along with individual tickets might be a good idea, since several tickets were purchased in blocks. Long-term, we might want to explore the idea of multiple local restaurants known for sourcing local food (Nectar, The Red Door and Black Cypress) to host dinners on the same evening to increase the number of tickets we can sell.

Holiday Solicitation — This campaign involved a letter to 950 households and the offer of gardens donated by Troy-based Potting Shed Creations Ltd as premiums. In addition to the gardens, we also offered an “alternative” gifting item of “peas on earth” seed markers (donate \$5 and get a row of peas planted in a BYH garden). This proved to be a popular selection and should be repeated in 2011, perhaps as a simple ornament.

As of December 31, 98 donations ranging from \$5-\$200 for a total of \$5,208 were received (compared to 78 donations ranging from \$10-\$1000 for \$5,275 in 2009). While the average donation dropped from \$68 to \$54 this year, the overall number of donations increased and there were 56 individuals who donated to Backyard Harvest for the first time.

In addition to these planned fundraising events, we received additional support from the following individuals and businesses:

AmericanWest Bank | \$1,500

Schreck Family Foundation | \$500

Feinstein Foundation | \$278

Palouse Cares | \$3000

DOMA Coffee | \$123

Culloton Enterprises | \$5,500

Res Republica | \$7,500

Moscow Food Co-op Impulse Giving Program | \$2,200

Tristate | \$500

Donor Communications — This year we once again sent a “Donor Update” newsletter to 200 individuals in July. While this was not a direct solicitation, it did provide donors with program details, a progress update and an individual invitation to our Harvest Celebration and Art Auction. With the increasing number of donors, for 2011 we need to work on getting the costs of this mailing as low as possible—perhaps through getting a portion of the printing donated.

1.9 FINANCIAL STATEMENTS 2010

INCOME	2010	2009
CASH	91,331	61,936
2009 Carryover	16,298	12,773
Donations	37,187	10,542
Board Giving	950	
Nectar Event	4,450	
Home-Grown Art Auction/Calendar	620	
Holiday Mailing	5,873	5,275
Co-op Impulse Giving	2,201	
Tri-state	500	
DOMA	123	
SB Farm Share Sponsor	635	
Unitarian Universalist Church	1,557	
American West Bank	1,500	
Culloton Enterprises	5,500	
Res Republica	12,500	
Schreck Family	500	500
Feinstein Foundation	278	257
Foundations	10,315	34,270
Palouse Cares	3,000	5,000
Giving Circle	3,675	4,000
WSU Campus Run	1,200	
Pullman Comm. Foundation	1,940	
Idaho Comm. Foundation	500	
Contracts	16,512	
UI Horizons	14,500	
Area Agency on Aging	2,012	
Harvest Shed Rental	100	
Market Sales	2,242	4,351
STM Unredeemed Funds	163	
SBF Full Shares	5,800	
SBF Reduced-Price Shares	602	
National Account Transfer	2,108	
Interest	4	
IN-KIND	46,300	
In-kind Staff	35,000	
Executive Director	20,000	20,000
SB Farm Manager	15,000	
Rent & Utilities	7,200	
Internet	360	
Volunteers (\$20hr @ 187hr)	3,740	7,080
TOTAL INCOME	137,631	116,576

EXPENSES	2010	2009
Communications	2,688	
Cell Phones	695	667
PO Box	70	
Web Domains	70	
Web Hosting	120	
Website Revisions	1,625	
Software	90	127
Board Information Packets	66	
Meeting Space Rental	42	
Insurance	4,183	
Board Insurance	1,025	1,025
Liability Insurance	710	865
Worker's Comp	1,996	1,678
Volunteer Insurance	350	
UI Additional Insured Cert.	102	
General Fundraising	2,992	
Home-Grown Arts Project	199	
Summer Donor Update	405	
Nectar Event	1,815	
Holiday Appeal	410	
Postage	163	
Professional Fees	3,499	
Accounting	1,869	2,224
Evaluation	700	
CSA/Volunteer Consultant	930	
Wages	31,419	16,795
BYH Project Coord (\$16hr)	12,683	
BYH Outreach Coord (\$15hr)	4,641	
BYH Market Coord (\$12hr)	2,391	
BYH Garden Labor (\$11hr)	2,549	
BYH UI Intern (\$10hr)	1,280	
SBF Farm Man (\$16hr 152.25hrs)	2,721	
SBF CSA Coord (\$15hr 46.5hrs)	1,284	
SBF Farm Labor (\$11hr 231.25hrs)	2,844	
SBF Farm Labor (\$12hr 76hrs)	1,026	
Staff Bonuses	2,960	
Staff Development	125	100
Payroll Expenses	3,711	1,976
In-kind Rent, Utilities, Internet	7,560	7,560
In-kind Staff & Volunteers	38,740	47,080
Warner-Grey Loan Repayment	10,000	
Interest Expense (Warner-Grey Loan)	303	

EXPENSES	2010	2009
Bank Fees	8	45
Petty Cash	105	
WA Charity Renewal	60	20
Transportation	3,734	
Auto Insurance	1,641	1,152
Fuel	1,098	424
Ford DMW Registration	75	
Maintenance + Repairs	920	
Shop the Market	710	895
EBT Wooden Tokens	210	
Token Incentive Days	500	
Palouse Garden Collaborative	2,017	9,091
Equipment Rentals	261	
Fertilizer	12	
Row Cover	90	
Seeds	200	
Irrigation Equipment	479	
Plot Rental	123	
Greenhouse Rental	260	
Rototiller	450	
Garden Hoses	65	
Straw	77	
Town Orchard	169	205
Buckets	30	
Event Snacks	139	
Harvest Share	757	225
Magnets	121	
Seed Packets & Labels	89	
Produce Bags	113	
Market Umbrellas	125	
Printing	227	
Evaluation Materials	108	
Soggy Bottom Farms	718	
Seeds	184	
Compost	211	
Backpack Sprayer	25	
Harvest Sinks	148	
Marketing	150	
BYH Market Booth	494	2,923
Craft Supplies	207	
Note Card Envelopes	140	
Sales Tax	147	232
TOTAL EXPENSES	116,952	100,278
NET INCOME	20,679	16,298

HARVEST SHARE

HarvestShare is a program that oversees Backyard Harvest's food collection and distribution activities.

Collection | The Harvest Share Program seeks to make the donation of fresh, locally-produced foods as easy as possible by providing door-to-door pick-up services, an easily accessed drop-off location, and regular after-market collections at both the Moscow Farmers Market and Tuesday Growers Market. Despite the challenging growing conditions this season, overall collections were up for 2010, largely due to the expanded number of professional growers who donated their surplus:

1. Drop-off bins (gardeners) | 1,609 lbs (2009 | 2,129 lbs)
2. After-market produce (farmers) | 5,123 lbs (2009 | 3,831 lbs)

These totals, when added to our growing and gleaning efforts, generated 32,302 lbs of produce which was distributed directly to area families or to area food pantries and meal programs.

Distribution | This season saw several changes to the way in which the Harvest Share program distributed locally grown food. For the first time, Harvest Share programming sought to connect to low-income families and seniors directly, rather than merely drop off fresh produce at area social service agencies. Three aims guided this new direction:

1. *Diminish stigmatization* | We wanted families and seniors to be able to help themselves freely to fresh foods, with their presentation mimicking local grocery stores, farmers markets or CSA programs as closely as possible.

2. *Encourage new eating habits* | At every opportunity, we wanted to inform, encourage, and support family's fresh food choices and attempt to extend them through creative and fun educational offerings. These recipes, samples, preparation tips, &c. offered as resources, however, and not requirements to access fresh fruits and veggies.

3. *Invite broad participation in our programs* | We hoped to actively create opportunities at every level for families and individuals to participate in growing, gleaning, and gathering locally-grown food. Again this was an invitation, and not a requirement for accessing fresh foods. We also hoped to identify non-food incentives as a means to encourage participation (i.e. free activities for children, *Shop the Market* tokens, seeds and starts, &c)

To achieve these goals, Backyard Harvest partnered with the University of Idaho Horizon’s Program, University of Idaho’s Extension Nutrition Program and the Whitman County Area Agency on Aging to create the Harvest Share Mobile Food Stand. This stand traveled to rural communities in both Latah and Whitman Counties and delivered fresh produce along with recipes and preparation advice directly to local families. In addition to the stand, we also partnered with the owners of Soggy Bottom Farm to offer a Community Supported Agriculture program to both the general public and low-income families. Both of these programs were evaluated at the end of the season. The report in the *Appendix*, details the extent to which we achieved our goals.

Any produce which remained following the supply of the market stand was distributed to the following agencies:

Lewiston | Community Action Partnership Food Bank
Moscow | Hope Center Food Bank, Moscow Food Bank, Friendly Neighbors Senior Meal Site, Alliance House
Pullman | Pullman Food Bank, Community Food Bank, Harvest House, Pullman Senior Meal Site
Troy | Troy Food Bank

TOWN ORCHARD

Town Orchard is a program that registers and gleans local fruit trees. It is the single most successful of Backyard Harvest’s programs when measured in terms of community participation and number of pounds of local produce recovered (2009 | 12,763lbs collected; 445 fruit trees). This season, however, the program was marred by frost events and a cool, wet spring which greatly reduced or damaged the fruit crops. Area orchards such as Nelson’s in Troy reported a cherry crop at 10% of normal and WSU’s Tukey Orchard did not have any apples available for us to glean due to low yields. for apples due to so little fruit now on the trees.

Within these less than ideal conditions, Backyard Harvest staff and volunteers were able to recover 8,989 lbs of area fruits and nuts, including:

4472 lbs apples	325 lbs peaches
2,269 lbs pears	315 lbs apricots
738 lbs plums	145 lbs walnuts
495 lbs cherries	50 lbs grapes

This fruit was distributed through our mobile Harvest Share stand, as well as donated to area food banks and meal programs.

In addition to harvesting and distributing all of this fresh produce, Backyard Harvest was also able to add another 78 fruit trees to our registry. This means that the “town orchard” is now comprised of 523 fruit trees that area residents have made available for gleaning. If we can get the weather to be a bit more cooperative this “orchard” should provide plenty of free fresh fruit to our area families in need in the years to come.

PALOUSE GARDEN COLLABORATIVE

For our first three years of operation, Backyard Harvest primarily focused on gathering and gleaning existing local food resources from area gardens, farms, and residential fruit trees. The creation of the Palouse Garden Collaborative in 2009 was a deliberate effort to not only increase the amount and consistency of fresh fruits and vegetables available to low-income families, but provide garden spaces for outreach activities.

Several steps were taken to accomplish these goals, including:

1. Distributing free seeds and starts so that local gardeners could plant an extra row in their existing gardens for donation back to the project.
2. Seeking out residential landowners that were willing to donate land and water for vegetable gardens maintained by BYH staff and volunteers.
3. Partnering with public entities to place gardens at churches, food pantries and schools
4. Joining with the owners of Soggy Bottom Farm to offer weekly produce shares to low-income families and seniors.

Collaborative Gardens | Following are the gardens BYH staff established, or helped to maintain over the course of the 2010 season.

Residential Gardens |

These gardens were planted with one or two easy to grow crops using both weed barriers and drip irrigation systems. These gardens did not host large volunteer events, but were instead maintained by BYH staff and the landowners with a minimum of time and effort.

Peterson Garden | 30' x 40' | Travois Way, Moscow | 171 lbs

Grew lettuce and garlic for donation.

Britzmann Garden | 25' x 75' | Homestead St., Moscow | 722 lbs

Grew a full range of vegetables for donation.

Living in the Garden Nursery Greenhouse | 30' x 50' | Reid Rd, Pullman | 235 lbs

Grew cucumbers, tomatoes, peppers and basil for donation.

T. Kettle Garden | 30' x 150' | SR 27, Palouse | 2013 lbs

Grew potatoes and winter squash for donation.

Hood Garden | Troy Hwy, Moscow | 844 lbs

Grew a variety of crops for donation.

Zakarison Garden | 30' x 40' | Hwy 27, Pullman | 25 lbs

Grew potatoes for donation.

Outreach Gardens |

These were gardens located in public spaces that we used for outreach opportunities. They were planted, weeded, and harvested by school children, and families visiting the food pantries, community volunteers and university students seeking service learning opportunities. Given the these plots broader role in helping people connect what they eat with how it is grown, they were planted with the full range of vegetables and took considerably more staff time to maintain.

St. James Episcopal Church | 25' x 75' | Stadium Way, Pullman | 538lbs

Grew a full range of produce for donation.

Palouse Clearwater Environmental Institute | 25' x 75' | Rodeo Drive, Moscow | 4189lbs

Grew a full range of produce for donation.

Troy Community Garden Plots | 10' x 30' | Main St, Troy | 175 lbs

Grew peppers and winter squash for donation.

McDonald Elementary School | 10 raised 4' x 8' beds | D St, Moscow

Maintained the garden during the summer when students were on vacation.

Market Gardens |

7th Street Garden | 20' x 80' | Moscow

This garden grew several cash crops expressly to bring to market including: raspberries, blackberries, strawberries, cut-flowers (tulips, sunflowers, lavender &c), hot peppers, basil and pumpkins.

Farms |

Soggy Bottom Farm | .5 acre | Pinecrest and Robinson Park Rd, Moscow | 1550 lbs

Land owner, Claire Lichtenfels not only grew produce to supply the SBF/BYH CSA program, but donated 1,550 lbs of produce beyond that.

SHOP THE MARKET

Shop the Market is a program which expands local consumer choices for low-income families across the Palouse by allowing them to use their federal food assistance (SNAP) benefits at our local farmers markets. The program began with an 8-week pilot program starting in September 2008 at the weekly Moscow Farmers Market. Based on a positive response from both the general public and the vendors, the program was expanded in 2009 to also include the Moscow Food Co-op's Tuesday Growers Market. In 2010, the program was again offered at these two markets with families continuing to use their SNAP benefits to purchase fresh fruits & vegetables, eggs, bread, meat, cheese, honey, seeds and plant starts from local vendors.

Partnering Organizations | Backyard Harvest offers *Shop the Market* in partnership with the City of Moscow and the Moscow Food Co-op. Backyard Harvest is recognized as the official EBT/SNAP vendor by the USDA and is responsible for overseeing all financial transactions. Backyard Harvest is also responsible for providing staff to administer the program and perform all the associated design work. The City of Moscow and the Moscow Food Co-op, meanwhile, provided booth space, covered communication expenses and worked with Backyard Harvest to market the program.

Marketing & Press | Throughout the summer, *Shop the Market* posters and fliers were placed in prominent locations around town, as well as at our area food pantries and meal sites. Postcards were also sent to the homes of SNAP recipients in both May and September and an article describing the program appeared in the *Moscow-Pullman Daily News*. Backyard Harvest also received a Community Partner Grant from Inland Northwest Broadcasting for \$6000 of radio air time. Thirty-second spots for the *Shop the Market* program were created and ran through the month of August. Finally, Backyard Harvest purchased \$500 worth of tokens to use for three token incentive days held in August, September and October at the Tuesday Growers Market. People who used their SNAP benefits received a free \$5 token.

Scrip | In 2010, with funds from the City of Moscow and Backyard Harvest, the *Shop the Market* program shifted from a paper scrip system that expired at the end of each market, to a wooden token scrip system with no expiration dates.

Transactions |

	2009	2010
	Transactions Scrip Distributed	Transactions Scrip Distributed
May	16 \$227	11 \$174
June	18 \$292	35 \$511
July	23 \$149	45 \$790
August	38 \$680	60 \$1159
September	40 \$813	82 \$1613
		BYH \$500
October	23 \$396	61 \$1346
TOTALS	158 \$2557	294 \$6093

The number of total transactions and amount of Market Money distributed was influenced by the weather and the availability of fresh produce (there was little available at either market throughout the month of May and for the first two weeks of June). While there was no formal evaluation conducted, folks seemed genuinely pleased to have the opportunity to use their SNAP benefits at the markets with several remarking what a good idea it was and how thankful they were for this option. They were also enthusiastic by the switch from paper scrip to wooden tokens. Indeed, knowing that they could spend their tokens later increased the amount of each transaction from \$16/transaction with the paper scrip to \$21/transaction with the new wooden tokens.

Beyond the favorable response to the new scrip system, the down-turning economy is probably the single most significant factor in the dramatic increase in the number of residents who participated in the program this year. Nearly 1 in 8 Americans now qualifies for SNAP benefits.

Vendors |

Forty-five vendors participated in the *Shop the Market* program this season. Several steps were taken to make their involvement as easy as possible. Market Money could be redeemed during any market, with cash being offered from vendor transactions of less than \$20. This was possible because of \$500 of Backyard Harvest deposited in the *Shop the Market* account to cover the normal four day lag between the distribution of the scrip and the transfer of the funds by JPMorgan into the *Shop the Market* account.

Unredeemed Script |

There is \$224 worth of scrip that was unredeemed and is currently circulating. There is no way to ascertain which portion remains with SNAP clients and which portion the vendors lost/failed to turn-in. Unlike in previous seasons the funds that represent this unredeemed scrip will have to remain in the account to cover any tokens turned in during the 2011 season.

2010 Shop the Market Account Summary |

OPENING BALANCE	\$762.66 (\$600 BYH funds)
2010 DEPOSITS	\$6,153.61
CTS Holdings EBT Transfers	\$5,593.00
BYH Token Purchase for Incentive Days	\$500.00
Remaining Cash Reimbursement funds	\$56.00
CTS Holding Interest	\$4.61
2010 WITHDRAWALS	\$6094.92
2010 Market Money Reimburse	\$5869.00
Bank Fees	\$63.26
2009 Unredeemed Funds to BYH per MOU	\$162.66
CARRY OVER 2011	\$821.35
BYH FUNDS (\$600-\$63.26 bank fees)	\$536.74
STM FUNDS (Unredeemed + CTS Add. Dep + Cash Reim)	\$284.61

2010 Shop the Market Program Income & Expenses |

INCOME	\$7440
USDA Farmers Market Nutrition Program Grant	\$1108
BYH Cash	\$3621
BYH In-kind (A. Grey volunteer hrs)	\$1325
City Cash	\$825
City In-kind (donated space)	\$486
Co-op In-kind (donated space)	\$75
EXPENSES	\$7440
Saturday Farmers Market Coordinator	\$2117 (BYH CASH)
Tuesday Growers Market Coordinator	\$739 (BYH CASH)
Administration	\$325 (BYH IN-KIND)
Design	\$1000 (BYH IN-KIND)
Bank Fees	\$63 (BYH CASH)
Verizon Phone Line	\$744 (CITY CASH)
Electricity	\$81 (CITY CASH)
Booth Space—Saturday Market	\$486 (CITY IN-KIND)
Booth Space—Growers Market	\$75 (CO-OP IN-KIND)
Wooden Tokens	\$617 (\$407 FMNP GRANT \$210 BYH CASH)
Incentive day token purchase	\$500 (BYH CASH)
Printing (postcards + posters)	\$228 (FMNP GRANT)
Postage	\$465 (FMNP GRANT)

Backyard Harvest sold a range of items this year to raise additional revenue to support our programming. In selecting and creating items for sale at the market, we have focused on products that:

- connect to fresh foods and gardens
- highlight local artisans
- incorporate recycled or upcycled materials
- engage volunteer participation

We had three outlets to conduct sales:

—Tuesday Growers Market | Sold berries, basil, cut-flowers, pumpkins, BYH gear and garden note cards. These sales required little additional staff time, since we needed to be at this market to run the *Shop the Market* program.

—1912 Winter Craft Market | Sold BYH gear, garden note cards, holiday garlands and calendars. The November and December markets are well attended and sales revenue (\$400-\$500 each market) justify the staff time to work at this market

—Living in the Garden Nursery “Store within a Store” | Board member, Suzanne St. Pierre sold BYH note cards and knit veggie baby hats in her store and then donated all proceeds back to Backyard Harvest.

We were able to raise \$2,242 through these sales efforts. This was less than we anticipated principally due to changes in our participation at the Moscow Farmers Market. For next season we will continue to market items in all of the venues mentioned above, as well as open an on-line Etsy store. Here are some additional recommendations for next year:

—Increase the amount of berries grown in the 7th Street Market Garden. These are easy to grow, not difficult to harvest and consistently sell-out.

—Design a fruit and floral note card set, to accompany the current veggie designs. These sold very well and the profit ratio is good.

—Seek a volunteer coordinator to expand the Home-grown knits program, expanding the current array of veggie and fruit baby hats to include patterns with floral and bug themes. Again, if we can mobilize volunteer labor, the profit ratio on these is good.

—Continue to seek out local artists who would be willing to create products for BYH. We should anticipate less of a profit margin on these items, but it will help support these efforts and extend the creative sensibility of our organization.

STAFF

Backyard Harvest will operate under a different administrative structure for the 2011 season—reflecting both the need to reframe the Executive Director’s position (which has heretofore been unpaid) into a decidedly half-time effort and the increased importance of our growing programs in generating revenue .

Amy Grey will continue as BYH’s Executive Director (12-mo. salary of \$10,000 | 20 weeks). She will coordinate fundraising and marketing activities, as well as partner with the Field Director to ensure that day to day programming activities run smoothly. She will report to the Board of Directors.

Key responsibilities include:

- Identifying funding sources and potential donors
- Guiding the Fundraising and Market Committees and participating in the Finance and Community Food Works Committees.
- Coordinating volunteers and staff
- Maintaining BYH’s visual identity and designing all collateral pieces

Isaak Julye will become BYH’s Field Director (9-mo. salary of \$20,000 | 30 weeks). He will implement and coordinate all of Backyard Harvest’s growing, gleaning, and food distribution operations. The Field Director manages staff, interns and volunteers in the daily operations at BYH’s Community Farm sites and gleaning locations and ensures efficient produce distribution through the low-income CSA farm model. He reports to the Executive Director.

Key responsibilities include:

- Managing daily operations at the Community Farm and recruiting/organizing staff/interns/volunteers to assist with operations.
- Identifying appropriate land on which to grow/glean for purposes of distribution and maintaining productive relationships with landowners.
- Working with Gleaning Coordinator to chart seasonal gleaning priorities and ensure priorities are met.
- Overseeing the CSA food distribution program.
- Co-operating with Executive Director in development and implementation of programming and public relations efforts.

In addition to the salaried director positions, we will also hire a gleaning coordinator and at least two farm hands.

PROGRAMS

Backyard Harvest's gathering and gleaning programs will continue to be run as in previous seasons. The big changes for 2011 will rest in our distribution and outreach efforts:

Community Farm

In 2011, Backyard Harvest will offer a Community Supported Agriculture program that serves both the general public and lower-income families. Drawing off our successful 2010 pilot program with Soggy Bottom Farms, we will expand both the amount of land we have under cultivation, as well as the number of shares that we have to offer. The program will work as follows:

—50 shares will be pre-sold in the spring to the general public for \$550 share. The produce for these shares will be grown by BYH staff on six different plots of land located in Moscow and the surrounding area.

—20-60 additional shares will be sold on a weekly basis for \$5 a share to low-income families and seniors on a first come, first served basis. If we run out of shares, families who did not receive one will be given a ticket to ensure that they will be given a share at the following distribution. The produce for these shares will come from BYH plots, as well as donated and gleaned fruits and vegetables.

—Any unclaimed shares will be used first in our Harvest Share Mobile Food Stand and then if any produce still remains, donated to area food banks.

Harvest Share Mobile Food Stand

Despite the positive response to this program in 2010, we will need to scale it back to ensure that the Community Farm CSA has sufficient produce to operate. The stand will continue to be run as a part of UI Extension efforts at area meal programs and foodbanks in Latah County, and if we have sufficient produce we will try to run the stand at the larger distribution sites in Whitman County and at the Troy Food Bank in Latah County.

Community Food Works

Backyard Harvest will partner with the Moscow Food Co-op to provide outreach and educational opportunities to local residents so they are better able to grow, prepare, and preserve local foods. While open to all residents, emphasis is placed on serving the needs of children, low-income families and seniors within the Palouse community. The following programs will be offered:

- Cooking & Food Preserving Classes
- Gardening, Orchard, and Backyard Poultry Workshops
- Farm, Chicken Coop, Orchard & Garden Tours

- School Fieldtrips (both at Co-op and Backyard Harvest)
- Film Series & Book Club
- Local Grower Promotion/Tuesday Growers Market
- Shop the Market

Backyard Harvest and the Moscow Food Co-op will provide the necessary resources to contribute to the overall work of CFW, including:

Backyard Harvest:

- Garden and Harvest Shed to conduct field trips, garden workshops & preserving classes
- Fiscal sponsorship for grants to fund Community Food Works programming (includes submitting grants via BYH 501(c)3 status and management of grant funding with an audited account separate from BYH operational accounts. This CFW account could also house revenue from class fees, ticket sales, etc.)
- Extension of volunteer insurance to cover CFW activities
- Promotion of CFW activities to low-income families and seniors
- Recruitment of volunteers for CFW activities
- Design of CFW identity and all collateral materials

Moscow Food Coop:

- Staff/Volunteers to plan and coordinate various classes, workshops, tours, &c (developing content, hiring instructors, &c)
- Staff/Volunteers to assist with grant writing
- Promotion of CFW activities to its membership
- Directed gift of \$10,000 to initially fund the activities

In 2011 Community Food Works will be coordinated by Carol Spurling (Co-op's Outreach Coordinator) in conjunction with representatives of each of the participating organizations, as well as community members interested in local food issues, including:

- Amy Grey (BYH Executive Director)
- Jessica Bearman (BYH Board President)
- Kenzie Femreite (BYH BOD and UI Extension Nutrition Educator)
- Jamie Bentley (Co-op BOD)
- Kathleen Burns (Moscow Farmer's Market Manager)

I N C O M E

CASH	84,884
Carryover FY10	21,620 <i>secured</i>
Donations	17,889
Board Giving	1,000
Nectar Event	5,000
Home-Grown Art Auction	1,000
Holiday Membership Drive	6,000
Res Republica	3,000 <i>secured</i>
Co-op Impulse Giving	1,000
Co-op Pie Sales	589 <i>secured</i>
Tri-State	300 <i>secured</i>
Foundations	775
Schreck Foundation	500 <i>secured</i>
Feinstein Foundation	275
Contracts	2,000
City of Moscow (STM)	1,500
UI Horizons Webinar	500
BYH Market Sales	2,500
Community Farm Full CSA Shares	27,500 <i>4 of 50 sold as of 2/15</i>
Community Farm Reduced-Price CSA Shares + Eggs	2,500
Community Food Works	10,100
CFW Tri-State	100 <i>secured</i>
CFW-Moscow Food Co-op	10,000 <i>secured</i>
IN-KIND	19,390
In-Kind Labor	12,190
CFW Coordinator (10hr wk/50wks @ \$16.38hr)	8,190
Volunteers 200hrs	4,000
In-Kind Rent & Utilities	7,200
TOTAL INCOME	104,274

EXPENSES

CASH	80,043
<hr/>	
COMMUNICATIONS	1,407
Cell Phones	750
PO Box	70
Web Hosting	360
Web Revisions	75
Meeting Room Rental	82
Business Cards (Julye + Grey)	70
INSURANCE	4,085
Board Insurance	1,025
Liability Insurance	710
Workmans Comp Insurance	2,000
Volunteer Insurance	350
GENERAL FUNDRAISING	4,100
Home-Grown Arts Project	300
Summer Donor Update	500
Holiday Appeal	700
Nectar Dinner	1,800
Market sales (Note cards, Calendars, &c)	800
PROFESSIONAL FEES	2,700
Accounting	2,000
Evaluation	500
Legal	200
PROGRAMS	14,115
Community Farm	3,865
Equipment Rental	200
Compost	200
Plastic	250
Row Cover	165
Seeds	700
Fencing	450
Greenhouse Rental	350
Root Cellar Air Conditioner	150
Cool Bot Thermostat	100
CSA Crates (50 @ \$15)	750
Harvest sinks	150
Produce bags	100
Marketing	400
Community Orchard	150
Event snacks	150

Community Food Works	10,100
Web Revisions	50
Web Domain Registration	50
Programming	10,000
TRANSPORTATION	3,292
Auto Insurance	1,758
DMV Tags	34
Vehicle Maintenance	500
Fuel	1,000
WAGES & SALARIES	48,659
Executive Director (\$10,000)	11,157 (inc. payroll exp)
Field Director (\$20,000)	22,900 (inc. payroll exp)
Gleaning Coord-Farm Asst (20hr/30wks @ \$16.87hr)	10,122 (inc. payroll exp)
Farm Labor (10hr/20wks @ 11.20hr)	2,240 (inc. payroll exp)
Farm Labor (10hr/20wks @ 11.20hr)	2,240 (inc. payroll exp)
Sales Tax	1,665
WA Charity Renewal	20
IN-KIND	19,390
<hr/>	
In-Kind Labor	12,190
CFW Coordinator (10hr wk/50wks @ \$16.38hr)	8,190
Volunteers 200hrs	4,000
In-Kind Rent & Utilities	7,200
TOTAL EXPENSES	99,433
INCOME – EXPENSES	4841 Carryover FY11

Prepared by
Christy Dearien
Research Associate
Department of Agricultural Economics & Rural Sociology
University of Idaho

EXECUTIVE SUMMARY

Backyard Harvest (BYH) is a grassroots nonprofit organization that takes in fresh produce from local residents and small farmers and distributes it to food banks and meal programs throughout several counties in Idaho and Washington. BYH has grown and changed since it began in 2006, and this evaluation focuses on two of its newest programs: the Soggy Bottom Farm Community-Supported Agriculture (CSA) and the Harvest Share Stand.

A recent change for BYH is a move away from its reliance on grant funding. BYH started its own CSA this past summer to provide a consistent revenue stream. The Soggy Bottom Farm CSA provided 15 low-income shares (\$5 per week) and 15 general public shares (\$550 for the entire season). Participants received a box of organic, locally-grown produce every week from mid-June through mid-October.

The Harvest Share Stand distributes fresh local produce to food banks in rural towns throughout a 4-county region. Produce comes from donations, gleaning by BYH staff and volunteers, and BYH anchor gardens. It is displayed in a farmers market-like stand, and people are encouraged to take what they need.

This evaluation assesses how well each of these programs met participants' needs, how increased access to fresh local produce affected participants, and participants' interest in continuing these programs. Recommendations for both programs focus on advertising, outreach and process.

PROGRAM DESCRIPTION

Backyard Harvest (BYH) takes in donations of fresh locally-grown produce, combines it with produce grown at BYH anchor gardens, and distributes it to food banks and meal programs in a multi-county area. During the program's first season in 2006 almost 4,500 pounds of fresh fruit and vegetables were distributed to 7 food banks and meal programs in 3 towns. This was done on a budget of less than \$800 and relied on the help of 7 volunteers.

In 2010, BYH distributed over 32,000 pounds of produce to food banks and meal programs. Roughly 18,000 pounds were distributed via the Harvest Share Stand in 8 rural Idaho towns and 4 communities in eastern Washington. The remaining 14,000 pounds were distributed directly to 7 food banks and meal programs in Moscow and Lewiston, ID, and Pullman, WA. In addition, BYH provided 15 low-income families with weekly pro-

duce shares between June and October through its new Community Supported Agriculture program. The budget for this season was just over \$154,000, with half of that amount donated in-kind (i.e. volunteer time, materials, space, utilities, etc.), and BYH had 4 part-time employees.

BYH now includes these major programs:

—Harvest Share distributes donated produce plus produce grown by BYH to food banks and meal programs throughout the region. This past season, the Harvest Share Stand was added. BYH used the stand to test a new model of distribution in which BYH bypasses food banks as the middle man. Rather than transferring produce directly to food banks, it is displayed outside food banks at a stand similar to what one would find at a farmers market or a roadside produce stand. Food bank clients are encouraged to take what they need, and BYH staff provide simple recipes and answer questions about the produce.

The stand has several funders, including Idaho Horizons and the Whitman County Area Agency on Aging and Social Services. Idaho Horizons has worked for several years to bring economic prosperity to rural high-poverty communities across Idaho. The partnership between BYH and Idaho Horizons has allowed BYH to develop relationships and distribute fresh produce in many new communities throughout Idaho's Latah, Nez Perce and Clearwater counties. Whitman County Area Agency on Aging and Social Services, meanwhile, coordinates food relief efforts in Whitman county and is trying to meet new mandates to get more fresh foods to the clients they serve.

—Community Farm grows fresh produce to supplement that donated by the community. BYH anchor gardens increase the quantity of food that can be distributed, provide a more consistent stream and greater variety of produce, and provide a means of generating revenue. Produce grown at the Soggy Bottom Farm was used to start the Soggy Bottom Farm Community-Supported Agriculture (CSA), which provided 15 low-income and 15 full-price shares of local, organic produce each week. Low-income shares cost \$5 per week, and full-price shares cost \$550 for the entire season. Some shares were split between 2 families. Low-income shares could be paid for in cash or food stamp benefits, and a few participants worked at the farm to pay for their share.

—Community Orchard increases the amount of fresh fruit available to local food banks and meal programs by providing local gleaning services. Some of this fruit supplemented low-income shares of the Soggy Bottom Farm CSA as well.

—Community Food Works is a collaboration between BYH and the Moscow Food Co-op. The program provides outreach and educational opportunities for local residents and participants in other BYH programs. This new partnership allows BYH to focus on food production and distribution, while the Co-op focuses on education about nutrition plus food production, preparation and preservation.

—Shop the Market allows low-income families to use their food stamp benefits to purchase fresh produce, eggs, bread and meat at local farmers markets.

The primary goal of the 2010 evaluation is to assess two new BYH programs: the Soggy Bottom Farm CSA and the Harvest Share Stand.

NEEDS MET BY PROGRAM

The economic recession that lasted from 2007 to 2009 increased the demand for food bank and other emergency services locally and beyond. Even though the recession has ended, many of the region's families still struggle to make ends meet, and many face more than one of these challenges to putting food on the table:

- High poverty rates
- High housing and transportation costs
- High unemployment rates
- Low wages
- Low rates of health insurance coverage

Between 2008 and 2009, the number of households with food insecurity stayed the same across the nation, and program participation in major federal nutrition assistance programs increased. Closer to home, Idaho's 40% increase in food stamp usage was the nation's largest. In 2009, a total of 142,200 different Idahoans received emergency food assistance and approximately 17,200 needed assistance on any given week.

In a 2009 report, the Idaho Hunger Relief Task Force found that Idaho has no overarching policy to address hunger. After a review of state services, policies and statistics, the task force included these points among their recommendations:

- Strengthen local community food systems
- Improve access to local farmers markets
- Provide nutrition education

Food banks have a long history of providing emergency food supplies when families need them most, but many food banks aren't set up to provide clients with a consistent supply of fresh, locally grown produce, to link people to local food sources, or to provide nutrition education.

BYH goes well beyond the emergency food assistance model found in food banks. BYH provides fresh local produce that's more nutritious than canned produce, links community food sources to each other and to local service agencies, and provides a venue for low income families to learn new ways of preparing fresh produce. In effect, BYH fulfills some of the ideas laid out in the task force's recommendations.

County profiles showing social and economic characteristics of those living in the program's service area can be found in Appendix A.

EVALUATION UPDATE

This is the third evaluation of the Backyard Harvest program. The first took place in the fall of 2006, immediately following the program's first season of operation. The second took place in the fall of 2008. Several recommendations from both evaluations have been implemented, while others have been put on hold or are no longer a good fit as the program has changed.

The following changes at BYH are in line with previous recommendations:

—*Engage low-income people in the process*

This is an ongoing process, which has taken many forms over the years. Low-income persons and/or representatives of local agencies that serve low-income families take part in BYH in many ways: they volunteer; they work for work shares for the CSA; they provide input on evaluations; and they serve on BYH committees.

—*Continue to develop the volunteer base and workforce*

Volunteers have always played an important role at BYH, but as the program has changed and as paid staff have been added, the role of volunteers has shifted. It's no longer feasible to have volunteers involved in all aspects of the program. Finding jobs for volunteers can be a drain on staff, and now that BYH is growing more of its own produce, work times (i.e. early morning picking times) are no longer volunteer-friendly. In future seasons, volunteers will likely be put to best use at large events like gleaning events.

BYH's workforce has also shifted over the years. This past year has seen a shift toward structuring staff in a way that is sustainable over time. A field director was hired, leaving Executive Director Amy Grey with responsibilities that could easily be taken over by the board if needed.

—*Add an educational component*

After several seasons of providing sporadic educational offerings (field trips, class workshops, recipes and preparation advice), Backyard Harvest has finally achieved its goal of providing a more comprehensive educational component through its partnership with the Moscow Food Co-op. The new Community Food Works initiative will provide a wide range of classes, workshops and tours centered on growing, preparing and preserving locally grown foods. Scholarships and discounts will be available for all of these programs, so everyone in the community can participate regardless of income level.

The following recommendations are no longer suitable to the scope of BYH:

*Expand the scope of the program (gleaning, visibility, working with others);
Increase the geographical reach of the program*

BYH has reached its capacity for expansion. Rather than finding ways to meet needs by adding new programs, BYH will focus on the programs that work and reach out to specific communities within a fairly large geographic area. It's not feasible to continue ex-

panding either the scope of the program or the geographic area as long as BYH remains a small program.

Maintain the program's flexibility, creativity and energy

BYH's flexibility, creativity and energy have served the program well over the past 5 seasons. The program has tried on many hats – some have fit while others were left behind. However, the program has matured. Paid staff need a dependable income, and the program needs a sustainable revenue model. As Amy stated, "it's time to buckle down." There's no doubt, however, that BYH's creativity and energy will continue to have a positive influence.

SOGGY BOTTOM FARM CSA

Evaluation Overview

The Soggy Bottom Farm CSA provides a unique opportunity for low-income families to receive an affordable and consistent supply of high-quality fresh produce throughout the summer and fall growing seasons. It also generates sustainable revenue so BYH doesn't have to rely heavily on donations and grant funding. This evaluation assessed the CSA model from the perspective of CSA participants and BYH staff. The following topics were covered:

- Were CSA participants satisfied with the quality and quantity of produce?
- Did participation in the CSA lead to any changes for participants (i.e. improved eating habits, etc.)?
- Are participants interested in continuing the program next year?
- For low-income participants, how did the CSA experience compare to visiting a food bank?
- Did the CSA process work well?

The evaluation took two approaches: 1) CSA participants had the option of filling out paper-and-pencil surveys that were available when they picked up one of their weekly shares in October. 2) BYH staff associated with the CSA were interviewed.

BYH plans to increase the CSA from 30 shares this past season to 100 shares next season. Evaluation results will be used to make improvements for next season, and to make sure this large jump in production continues to meet the needs of participants.

All survey questions and results are listed together in Appendix B: Soggy Bottom Farm CSA Survey – Questions & Responses.

Evaluation Findings

A total of 25 surveys were completed by CSA participants: 11 were from reduced-price shares, 3 from work shares and another 11 from full-priced shares. The work share and reduced-price share options were only available to low-income participants, so just over half of the surveys were completed by low-income households.

Most respondents learned about the CSA via word-of-mouth, which is not surprising given that there was very little advertising other than a few brochures and posters at food banks. Even so, all of the shares filled rather quickly. Full-price respondents were more likely to hear about the CSA from friends, and low-income respondents from BYH staff. Only 6 respondents learned about the CSA through a poster or brochure.

CSAs have only been in this area for a handful of years, so they're new to many people. Only 1 low-income respondent had ever participated in a CSA before, while 4 full-price respondents had done so. Reasons for participating in the CSA were very similar across all three groups. More respondents participated because of the characteristics of the food (tastes better, healthy, better for the environment) than for other reasons like value or knowing the BYH growers.

Were CSA participants satisfied with the quality and quantity of produce?

All respondents rated the quantity and quality of the CSA produce, but only the low-income respondents rated the community fruit shares. Only 1 respondent marked that there was too much CSA produce, and only 1 respondent marked that there was too little fruit in the fruit shares. All other respondents marked that the quantity of CSA produce and community fruit shares was just right. When people did have too much in their boxes, they were most likely to give it away to friends and family, rather than throwing it away or delivering it to a food bank.

Only 1 respondent marked that the quality of the CSA produce was average, while all other respondents rated it as superior. Respondents weren't as favorable in their rating of the free community fruit shares, however. Only 3 respondents thought the fruit shares were of superior quality, while 10 thought it was average. This is not surprising given the sourcing of the fruit. Often smaller and sometimes pest-damaged, fruit from residential trees is not rigorously sorted like its grocery store, non-organic counterparts.

All but 1 respondent was pleased with the variety of CSA produce. Almost all respondents tried a new type of fruit or vegetable in their CSA, with kohlrabi, kale and lettuces/leafy greens being cited most often. BYH staff were often asked questions about some of the less common greens like mizuna, broccoli raab and braising mix. Produce that respondents would like to see more of next year vary widely, but include tomatoes, arugula, kohlrabi, salad mix, berries, and many more. Likewise, the list of produce respondents would like to see less of also varies widely. The list includes kale, chard, salad mix, and more. BYH staff are interested in altering their planting to accommodate some of these likes and dislikes, but noted that they have to take into account the relatively cold climate.

Did participation in the CSA lead to any changes for participants (i.e. improved eating habits, etc.)?

When asked how often they cooked meals from scratch, respondents' answers didn't change much when comparing their activity before the CSA with that during. There was only a slight increase in the number who did so "almost every day" or "now and then." All of these families like to cook, despite their socioeconomic background. This finding may tell more about the type of person who chooses to participate in a CSA than about

how a CSA changes behavior. Not only do these families like to cook, they're interested in high-quality, healthy food for themselves and their families.

One survey question asked if receiving the box of produce each week changed any one of a set of practices. Almost every respondent marked that the CSA reduced their weekly grocery bill, and more than half marked that it allowed them to discover new foods. Very few people noted that the CSA made them less dependent on food banks or other services, and only 4 people were inspired to grow their own food.

"We ate more high-quality organic produce than we would otherwise have been able to afford."

"My family is eating healthier and we feel better."

Are participants interested in continuing the program next year?

There was unanimous interest in participating in the CSA program again. Every respondent answered this question, and they all responded in the affirmative. In addition, every single respondent marked that they would recommend the CSA to their friends.

For reduced-price participants, how did the CSA experience compare to visiting a food bank?

This question didn't get much attention in the survey, and very few respondents addressed it, but it's an important question all the same. BYH is interested in improving upon the experience people have at food banks. Here are the few comments received in response to this open-ended question:

—By far, more dignified and fresh

—CSA is wonderful and so friendly! Really enjoyed the fabulous and fantastic produce they brought us! We used to grow a huge garden years ago when we were healthy and much younger!

—Except for a time in early adulthood, I haven't used food banks or food stamps. Recently, I've replaced a few times working at a food bank – my experience the few do appreciate fresh produce but more want cans, boxes, little to prepare supplies (sad).

—I don't go to food banks.

—Much better. The staff's attitudes are much better and less judgmental.

Did the CSA process work well?

Low-income participants had three options for paying for their CSA this year: cash, SNAP benefits, or work exchange. When asked how they'd like to pay for their share next year, there was a slight preference for paying with cash or doing a work share. BYH is considering dropping the work share option next season because not all of last season's work shares worked out well. BYH staff think the option is still worthwhile, but only if work share participants go through an orientation that lays out what's involved. BYH would

need to be very clear about what's expected for work shares and about what happens if the worker doesn't fulfill their duties as directed.

When asked how they'd like to receive their weekly CSA share next year, there was overwhelming support from all types of respondents for a central pick-up location, and in particular the 7th Street Harvest Shed. Very few people indicated they'd be interested in a for-fee delivery service. BYH staff, however, noted that the 7th street location's residential setting worked well for this year's CSA, but an increase to 100 shares could overwhelm this location.

A majority of respondents tried recipes or preservation tips offered in the CSA newsletter, and most people found them to be helpful. One person suggested creating an email forum that lists the food in the shares each week, and provides a place for people to share comments about recipes, cooking instructions, and ideas about the taste and texture of each type of produce. When asked about resources that would help them cook more meals from scratch, "access to more fast and easy recipes" was selected most often with only slight interest in things like access to cooking classes, cooking utensils or cookbooks.

Not all CSA participants were able to consume the full amount of produce in their boxes each week. The produce rarely went to waste, however, as the excess was usually given to friends or family. When asked why they didn't consume all of the produce in their weekly share, full-price respondents were more likely to say it was because they didn't know how to prepare a specific vegetable, while reduced-price respondents were more likely to say it was due to too much produce. An interview with BYH staff revealed that many low-income participants were given additional produce each week to accommodate family size. This may have contributed to their inability to use the full amount of produce each week. Even so, whenever BYH brought extra produce for people to take as desired, it was almost always all taken. BYH staff suggested having a table of extra produce for sale next season, but not allowing people to exchange what's in their CSA box for what's on the table.

BYH staff commented on the need for efficiency next season to consistently fill 100 CSA shares. This year's 30 CSA shares didn't bring in enough money to make the model sustainable – the model didn't provide enough income to cover all costs of running the CSA. The increase to 100 CSA shares will bring in more money but will require the program's 4 identified plots to be very productive.

Recommendations

Recommendations fall into the following categories: marketing, outreach and process.

Marketing—This recommendation will come as no surprise to BYH. Advertising needs to have high priority this coming spring. Most of last season's participants learned about the program via word-of-mouth. While this will work to fill many of next season's 100 spots, effective advertising will be key to filling all of the spots. BYH needs to begin this process early, working with social service agencies and food banks to reach the low-income population, and working with local businesses, area newspapers and other local media to reach all groups. Advertising at the BYH's Shop the Market stand will also help.

Outreach—Finding a use for all of the produce in a weekly CSA share can be challenging in many ways. Some weeks, it's a large amount of produce. Sometimes, there are unfamiliar types of produce—it's not always easy to predict what's going to be in the box. Some weeks, life is busy and there isn't enough time to cook as much as one would like. The following ideas could better prepare CSA participants for their weekly supply of produce:

—Provide a brief plan for how to use each box of produce throughout the week. This would include ideas for preparing uncommon vegetables, directions for preserving those items that can be preserved, easy ways to incorporate items into various meals. This doesn't have to mean a lot of extra work for BYH staff. They should already know how they would do this for themselves, and sharing that knowledge is useful.

—Create a Facebook page. Many CSA participants, including many low-income participants, have access to the Internet. A CSA Facebook page could let participants know what's coming in the next box, as well as provide a space for participants to share ideas about food preparation and ask questions. BYH could also communicate about the growing season and advertise BYH events. All messages posted on a Facebook page could also be sent out via email as suggested by one of the survey respondents. Neither of these methods will reach all low-income participants, nor will they reach all full-price participants, but they would reach a large group nonetheless.

—Offer recipe ideas in many forms. BYH should not only continue to offer simple recipes in the CSA newsletter, but should consider adding all of these recipes and preparation tips to an online recipe bank on the BYH website, as well as distributing these recipes via email or Facebook.

These activities may be done best in conjunction with the Co-op through the Community Food Works program.

Process—People seemed to enjoy the social atmosphere of the weekly CSA pick-up, and BYH staff noted the sense of community that developed over the season. Wherever the CSA is distributed next season, every effort should be made to continue developing this sense of community.

Rather than waiting until the next evaluation to learn what CSA participants think, BYH could solicit feedback throughout the growing season. A weekly or monthly question could be posted online (via Facebook or email) where people could give feedback. Questions could include: Do you have trouble using all of your produce before week's end? What are some strategies for using all of your produce before week's end? Would you be interested in composting leftover produce? What's your best source of recipes for using unfamiliar vegetables? Do you know how to preserve summer squash for winter use?

HARVEST SHARE STAND

Evaluation Overview

BYH used the Harvest Share Stand this past season to test a food distribution model that bypassed the distribution system of the food banks. People were welcome to take what they needed, and they were offered simple recipes for preparing meals with the pro-

duce offered. The CSA will be the primary focus of BYH next season, and the Harvest Share Stand will only be used if there is enough extra produce, and then only in communities that were most responsive this past season. The Harvest Share Stand will likely be used more in subsequent seasons once the larger CSA is better established. This evaluation assessed the Harvest Share Stand from the perspective of stand participants and BYH staff:

- What is the origin of families’ fresh produce?
- Did the Harvest Share Stand expand families’ repertoire of fresh produce?
- Are participants interested in using fresh produce?
- How did participants rate the Harvest Share Stand experience?
- How does the Harvest Share Stand compare to getting food from a food bank?
- Did the Harvest Share Stand process work well?

The evaluation took two approaches: 1) Harvest Share Stand participants had the option of filling out paper-and-pencil surveys that were available when they picked up produce; in return participants were offered a \$5 token to be used at one of Moscow’s farmers markets for anything covered by SNAP benefits. 2) BYH staff associated with the Harvest Share Stand were interviewed.

BYH will use the information to decide if this distribution model works well, to see if it suits the needs of participants, and to learn how to improve the model for future use.

All survey questions and results are listed together in Appendix C: Harvest Share Survey – Questions & Responses.

Evaluation Findings

A total of 89 surveys were completed by people who visited the Harvest Share Stand in the following communities in September or October:

Town	# Surveys	Town	# Surveys
Bovill	24	Oakesdale	3
Colfax	12	Orofino	9
Deary	9	Troy	17
Kendrick	8	Uniontown	7

The Harvest Share Stand was always positioned outside a food bank when the food bank was open for business, so it is assumed that survey participants were from low-income families. However, no one who approached the stand was turned away, so some survey respondents may not have been low-income. Participation in the Harvest Share Stand was optional, so it’s possible that food bank clients who visited the stand are different from those who bypassed it. This should be taken into consideration when reviewing survey results. BYH staff estimate that 90% of people visiting the food banks also received produce from the stand. Only a few people at each visit were uninterested.

What is the origin of families' fresh produce?

During the summer and fall, most people get produce from more than one source. Low-income families are no exception:

- 78% of all respondents got fresh produce from at least one “free” source including friends and neighbors, the Harvest Share Stand, food banks and meal sites;
- 53% of survey respondents purchased fresh produce directly from the grocery store;
- 25% grew produce in their own garden; and
- 20% purchased produce at a farmers market (these respondents came from every town except Oakesdale and Uniontown).

While the majority of respondents had access to fresh produce, only half purchased it from a grocery store. These low-income families make more use of other sources.

Did the Harvest Share Stand expand families' repertoire of fresh produce?

Half of all respondents tried a new kind of produce this past season. Not very many respondents listed what they tried for the first time, but some things on the list are common types of produce:

4 Responses	Eggplant
3 Responses	Leeks
2 Responses	Cherokee purple tomatoes, Plums, Squash
1 Response	Beets, Kohlrabi, Cabbage, Peaches, Chard, Tarragon, Cilantro, Tomatillos Corn, Tomatoes, Cucumbers, Zucchini, Kale

Follow-up questions that might be helpful in future evaluations include: did you like it; would you try it again; did you know what to do with it, etc.?

Are participants interested in using fresh produce?

The interest in using fresh produce is very high among these respondents. All but two respondents said they like to prepare meals with fresh fruits and vegetables. In addition, all but one respondent cooks meals from scratch, with 7-out-of-10 doing so almost every day. Almost half of respondents preserved some of their fresh produce for use during the winter. In answer to another question 30% said they'd be interested in learning how to freeze, can, or otherwise preserve summer produce.

Given this high interest, the next question to ponder is whether this is true of all families that visit these food banks, or just those who approached the Harvest Share Stand.

Many people who visited the Harvest Share Stand had questions for BYH staff. People were interested in knowing what some vegetables were and how to prepare them. Some wanted to know if the produce was organic and where it came from. Very few people asked for gardening advice.

How did participants rate the Harvest Share Stand experience?

Respondents were asked to rate five aspects of the Harvest Share Stand. Ratings were very favorable for four of these. The percentage of respondents who said they strongly agreed with the following statements were:

- I found BYH staff to be friendly and helpful: 78%
- I enjoyed being able to pick out the types of produce I wanted to eat: 79%
- I enjoyed being able to take as much produce as I needed for my family: 78%
- It felt like I was shopping at a roadside farm stand or farmers market: 69%

Respondents were not as strong in their agreement about this statement: The fresh produce I received helped me make big changes in my diet. Only 52% of all respondents strongly agreed with this statement; 20% agreed; and the remainder were neutral or disagreed. The Harvest Share Stand may not have visited some of these food banks enough times to have a big impact on the overall diet of respondents. While Troy was visited about 7 times, most of the other food banks were visited 2-4 times. This is due, in part, to the schedule of the food banks. Some of the smaller food banks are open only once a month. In addition, some families visit a food bank only once or twice to get through a rough time. Another potential reason only half of respondents strongly agreed is that many of them seem to already be interested in using fresh produce.

How does the Harvest Share Stand compare to getting food from a food bank?

This question was meant to be a very important part of the evaluation. As BYH looks to bypass food banks in the distribution of fresh local produce to low-income families, there's an interest in knowing if people prefer to receive produce from a market-like stand rather than from the food bank system. Unfortunately, very few people answered the open-ended question asking respondents to share their comments about the stand and/or to compare their Harvest Share Stand experience with their experience at area food banks. Here's a brief sample of responses:

- A refreshing idea and something for my children to appreciate and look forward to.
- I think it's wonderful what you are doing. It's healthier for our kids as well as adults.
- It's awesome when it's by the food bank.

While these comments don't directly address the stand vs. food bank comparison, they do show that respondents have a positive attitude about the Harvest Share Stand and its proximity to the food banks.

Did the Harvest Share Stand process work well?

The only "process" question respondents answered was about recipes that were available when produce was picked up. Only 60% of all respondents reported getting these recipes: $\frac{3}{4}$ of these respondents tried the recipes, and $\frac{3}{4}$ of those who tried the recipes were satisfied with the results. While this isn't unanimous support for providing recipes, it's still very favorable. Handwritten comments about receiving recipes were also positive.

The percentage of respondents interested in a variety of additional “services” were as follows:

- Free seeds or starts for your own garden: 66%
- More simple recipe ideas: 51%
- Free kitchen utensils and/or equipment: 49%
- Learning how to freeze, can or otherwise preserve summer produce: 30%
- Learning more about growing veggies: 24%

Marci Miller, the BYH staff person who ran the Harvest Share Stand, shared several ideas for improving the stand. Despite few visits to some of the food banks, Marci notes that many people who approached the stand quickly learned who she was. Many warm relationships were developed, and Marci always received a warm welcome. When approaching the stand for the first time, many people asked what it was, and many were willing to pay before they knew it was free. Once food bank clients knew what she was doing, they were excited to see her and thankful for the free produce. The food bank staff also began to expect her and would tell clients about the stand. Whenever there were new volunteers at food banks, they weren’t always ready for her but were quick to welcome her.

Some people who approached the stand weren’t sure what to expect. One gentleman was angry because he thought the stand was selling produce next to the food bank. The Harvest Share Stand does not openly advertise that the produce is free. Marci cited marketing research that has shown if something’s free, people take too much. Rather than telling people it was free, Marci would say “the produce is locally-grown, it’s all donated, and you can take as much as you need.” Marci and Amy have shared ideas about how to stage the stand and how best to communicate that the stand’s produce is free and available to anyone. Both recognize the need to identify the stand more clearly, even though the recipes, staff t-shirts and a chalkboard all have BYH branding.

Marci would do several things differently next time:

- Map out a plan of where the stand will visit on a more regular basis.
- Demonstrate how to combine packaged items from the food bank (like rice or spaghetti noodles or sauce) with fresh produce from the stand, and see if the food banks or grant money can help out with some of the supplies.
- Return to the practice of providing samples of foods prepared with that week’s selection of produce.

Finally, Marci pinpointed these large-scale impacts, as voiced by many of those who visited the stand:

- Stand participants knew that people were thinking about them and wanted them to eat well and be healthy.
- Stand participants felt that people were very generous.
- Organic produce should be accessible to all, not just an elite group.

While Horizons funding helped the Harvest Share Stand serve 8 rural communities in 3 Idaho counties, the funding was meant to help them expand into Benewah County as well. Benewah County doesn’t have a well-established food network for either food banks

or farmers markets, so it was hard to tap into its communities. The Harvest Share Stand did make two visits to Fernwood, where a new food bank opened recently. Communications between University of Idaho Extension educators and the Coeur d'Alene tribe have further opened opportunities for expanding into Benewah County. Amy noted that it might make sense for another nonprofit, like Common Roots, to service Benewah County.

Recommendations

Recommendations fall into the following categories: marketing, outreach and process.

Marketing—Again, this recommendation will come as no surprise to BYH. Amy and Marci have already spent time thinking about how to communicate how the stand operates to those visiting food banks. They need to continue to explore ways to draw people to the stand. Rather than openly advertising at the stand that the produce is free, perhaps a board inside the food bank that describes the stand and the “take as much as you need” philosophy would encourage even more people to stop by and would clear up any confusion people have before they visit the stand.

Outreach—One advantage the CSA has over the Harvest Share Stand is that BYH staff have weekly opportunities to interact with CSA participants. The Harvest Share Stand follows food bank schedules, many of which only open 1-2 times per month. While relationships develop over time, they're unlikely to be as close as those developed with CSA participants. Thus, outreach for the Harvest Share Stand is likely to be at a lower level, but important all the same. In addition to the types of outreach that already occur with the stand – providing the CSA newsletter and a few recipes, and interacting with people and answering their questions when they visit the stand - some of the outreach ideas outlined in the CSA recommendations would also work here. An online recipe bank and access to a Facebook page that lets people know what's in season would benefit those who have Internet access.

Process—If Harvest Share is evaluated in the future, it would be helpful to ask if people had any hesitation in approaching the stand. Did they feel welcome? Did they think it was part of the food bank, or someone trying to sell something? Do they have ideas for getting more food bank clients to visit the stand?


APPENDIX A. Demographic Profile for Latah (ID)and Whitman (WA) Counties.

IDAHO

Latah County Profile



UI Indicators Team



Population	Number	Percent	Rank*
Total population 2009	38,048	--	11
Population change 2000-2009	3,111	8.9	20
Net migration rate	--	-0.9	27
Natural change rate	--	5.7	25
Total population 2009	38,048	100.0	11
Race 2009			
White	35,756	94.0	36
African-American	333	0.9	6
Native American	383	1.0	24
Asian & Pacific Islander	862	2.3	2
Two or more races	712	1.9	12
Hispanic (may be any race) 2009	1,066	2.8	41
Age 2009			
Under 18 years old	6,814	17.9	44
18-64 years old	27,175	71.7	1
65 years and older	3,957	10.4	39
Median age (years)	28.6	--	43

Employment	Number	Percent	Rank*
Unemployment rate 2009	--	6.0	31
Self-employment rate 2009	5,992	26.8	30
Average wage per job 2009	28,500	--	32
Total jobs 2009	22,382	100.0	11
Employment by industry:			
Farm	1,077	4.8	30
Forestry, fishing & mining	--	--	--
Construction	973	4.3	40
Manufacturing	521	2.3	39
Retail & wholesale trade	2,927	13.1	25
Transportation & utilities	214	1.0	--
Finance, insur., & real estate	1,217	5.4	38
Health care & social assist.	1,815	8.1	--
Other services	5,922	26.5	11
Government	7,103	31.7	2
Change in # of jobs 2000-2009	2,110	10.4	32

Poverty & Income	Number	Percent	Rank*
People in poverty:			
Total 2009	6,626	20.7	2
Children 2009	1,059	15.2	36
Elderly 2009	162	5.4	42
Income:			
Median household income 2009	\$41,250	--	30
Per capita income 2009	\$30,156	--	25

Education	Number	Percent	Rank*
Population age 25+ 2009	19,493	100.0	--
No high school diploma	1,758	9.0	44
High school diploma or equiv.	4,400	22.6	42
Some college, no degree	4,071	20.9	42
Associate degree	1,278	6.6	23
Bachelor's degree	4,432	22.7	2
Graduate/professional degree	3,554	18.2	1

Health	Number	Percent	Rank*
Physicians/1,000 people 2009	1.3	--	11
Infant deaths/1,000 births 2007	2.2	--	26
No health insur. (age 0-64) 2007	5,699	19.9	20

Housing	Number	Percent	Rank*
Total housing units 2009	15,597	--	10
Change in # of units 2000-2009	1,759	12.7	21

NOTE: For definitions see the States & Counties section of the Indicators Northwest Website:
<http://www.indicatorsnorthwest.org>

* Shaded values for Idaho's 44 counties are ranked. "1" is the highest value and "44" is the lowest.

Profile source:
<http://www.indicatorsnorthwest.org>
 Profile printed: January 14, 2011.

WASHINGTON

Whitman County Profile

University of Idaho

UI Indicators Team



Population	Number	Percent	Rank*
Total population 2009	42,609	--	22
Population change 2000-2009	1,949	4.8	31
Net migration rate	--	0.8	34
Natural change rate	--	4.4	16
Total population 2009	42,609	100.0	22
Race 2009			
White	36,939	86.5	32
African-American	1,070	2.5	7
Native American	423	1.0	54
Asian & Pacific Islander	3,140	7.4	3
Two or more races	1,117	2.6	14
Hispanic (may be any race) 2009	1,864	4.4	28
Age 2009			
Under 18 years old	6,557	15.3	39
18-64 years old	32,132	75.3	1
65 years and older	4,020	9.4	38
Median age (years)	23.7	--	39

Employment	Number	Percent	Rank*
Unemployment rate 2009	--	5.3	39
Self-employment rate 2009	4,488	18.8	31
Average wage per job 2009	33,992	--	20
Total jobs 2009	23,898	100.0	22
Employment by industry:			
Farm	1,312	5.5	18
Forestry, fishing & mining	--	--	--
Construction	741	3.1	38
Manufacturing	1,607	6.7	23
Retail & wholesale trade	2,398	10.0	33
Transportation & utilities	--	--	--
Finance, insur., & real estate	1,190	5.0	33
Health care & social assist.	1,598	6.7	27
Other services	4,633	19.4	26
Government	9,798	41.0	1
Change in # of jobs 2000-2009	2,115	9.7	26

Profile source:
<http://www.indicatorsnorthwest.org>

Profile printed: January 14, 2011.

Poverty & Income	Number	Percent	Rank*
People in poverty:			
Total 2009	8,663	23.7	1
Children 2009	988	14.9	29
Elderly 2009	199	5.5	34
Income:			
Median household income 2009	\$39,693	--	35
Per capita income 2009	\$28,296	--	35

Education	Number	Percent	Rank*
Population age 25+ 2009	20,070	100.0	--
No high school diploma	1,444	7.2	38
High school diploma or equiv.	3,849	19.2	37
Some college, no degree	4,439	22.1	36
Associate degree	1,499	7.5	20
Bachelor's degree	4,850	24.2	3
Graduate/professional degree	3,989	19.9	1

Health	Number	Percent	Rank*
Physicians/1,000 people 2009	1.1	--	21
Infant deaths/1,000 births 2007	2.3	--	29
No health insur. (age 0-64) 2007	8,152	25.3	1

Housing	Number	Percent	Rank*
Total housing units 2009	18,758	--	25
Change in # of units 2000-2009	2,082	12.5	19

NOTE: For definitions see the States & Counties section of the Indicators Northwest Website:
<http://www.indicatorsnorthwest.org>

* Shaded values for Washington's 39 counties are ranked. "1" is the highest value and "39" is the lowest.

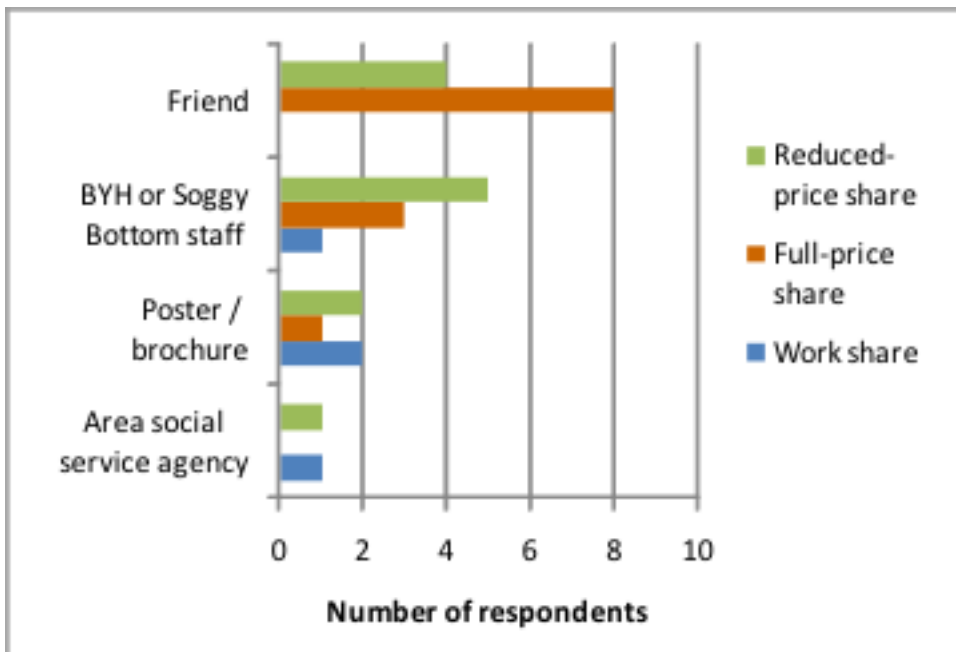
APPENDIX B. Soggy Bottom Farm CSA Survey—Questions & Responses

1. What type of CSA share did you receive?

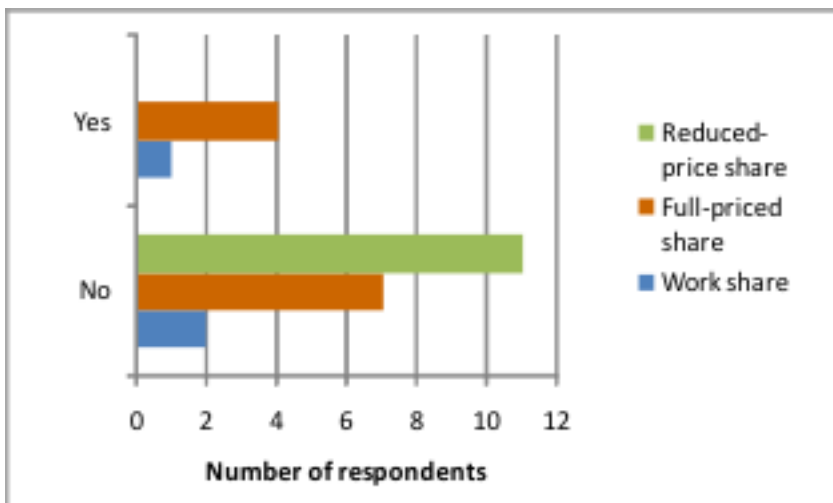
Reduced-price share	11
Work share	3
Full-priced share	11

Note: One respondent didn't answer this question and was placed in the reduced-price category because s/he answered the question about the community fruit shares. Another respondent checked both reduced-price share and work share, but was placed in the work share category per a discussion with Amy on 12/3/10.

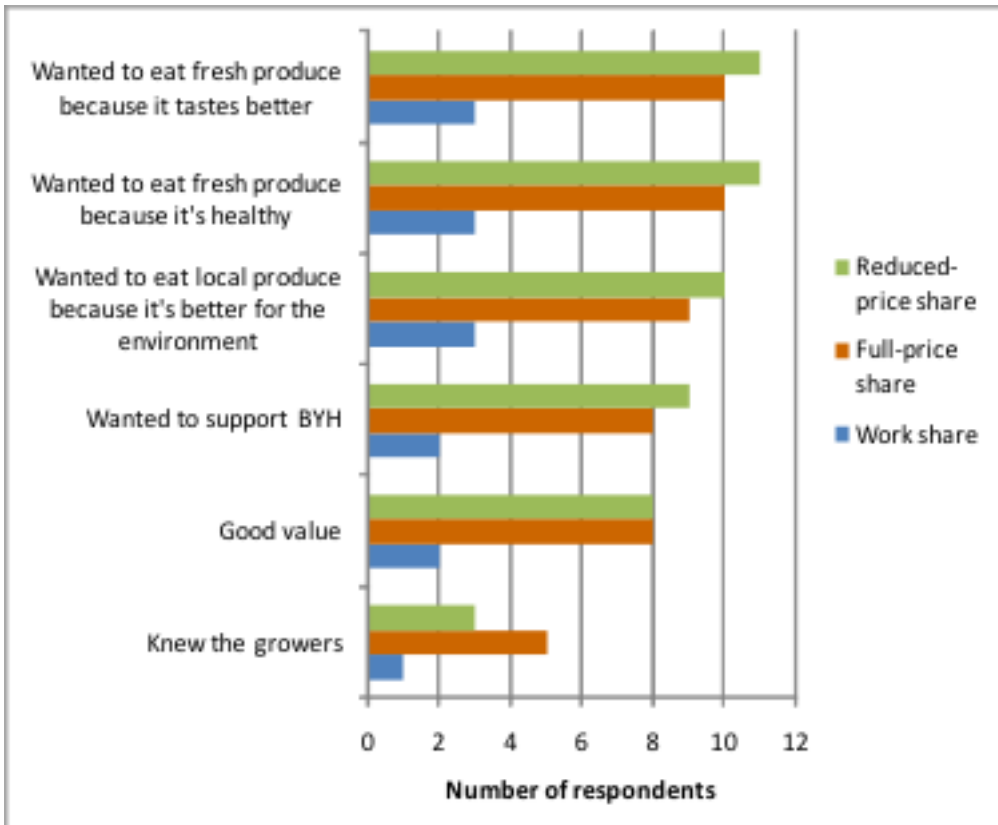
2. How did you learn about the program?



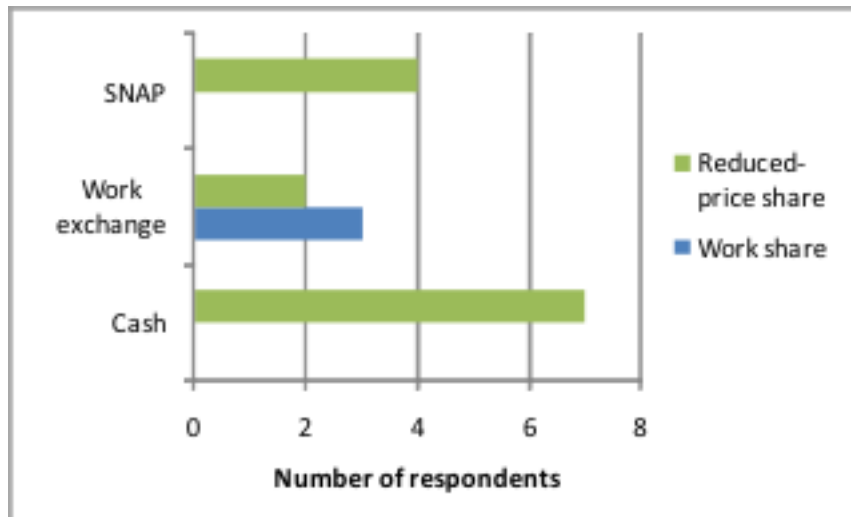
3. Have you ever participated in a CSA program before?



4. What influenced your decision to participate? (check all that apply):

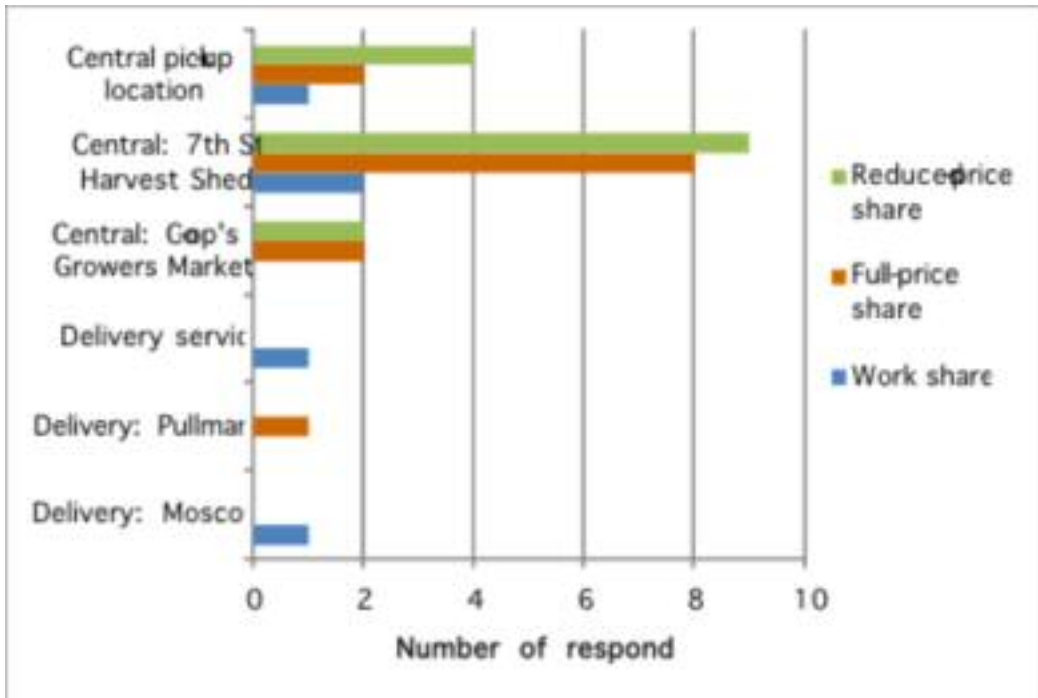


5. How would you like to pay for your reduced-price share next year?

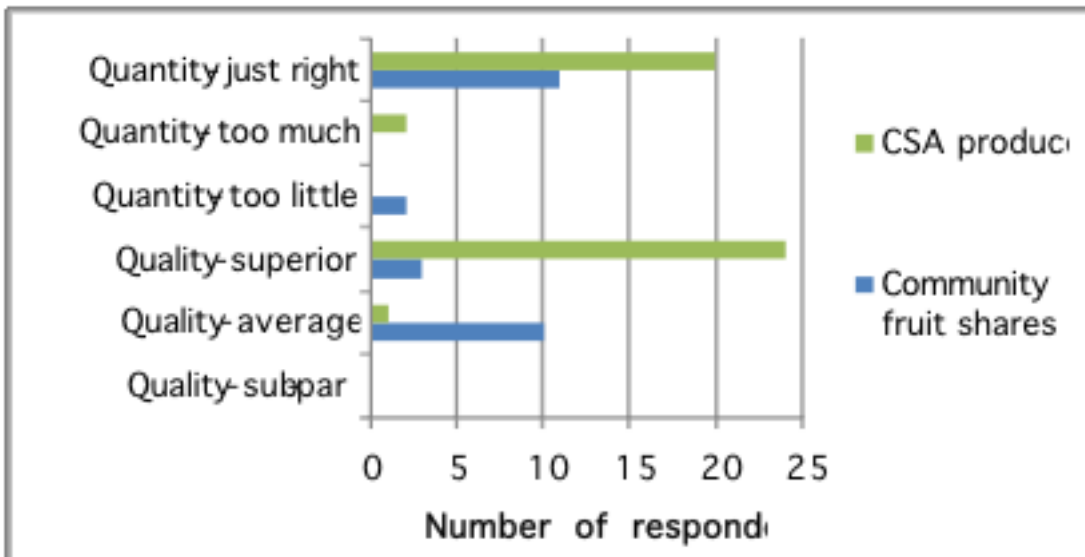


NOTE: Some respondents chose more than one option.

6. How would you like to receive your weekly produce share next year?

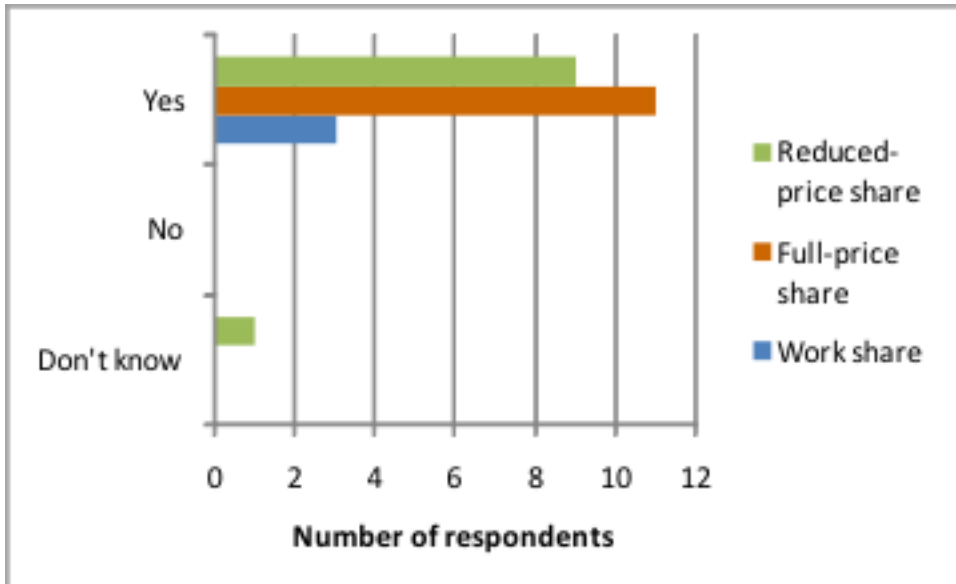


7. Please rate the following items (skipping any that do not apply to you).

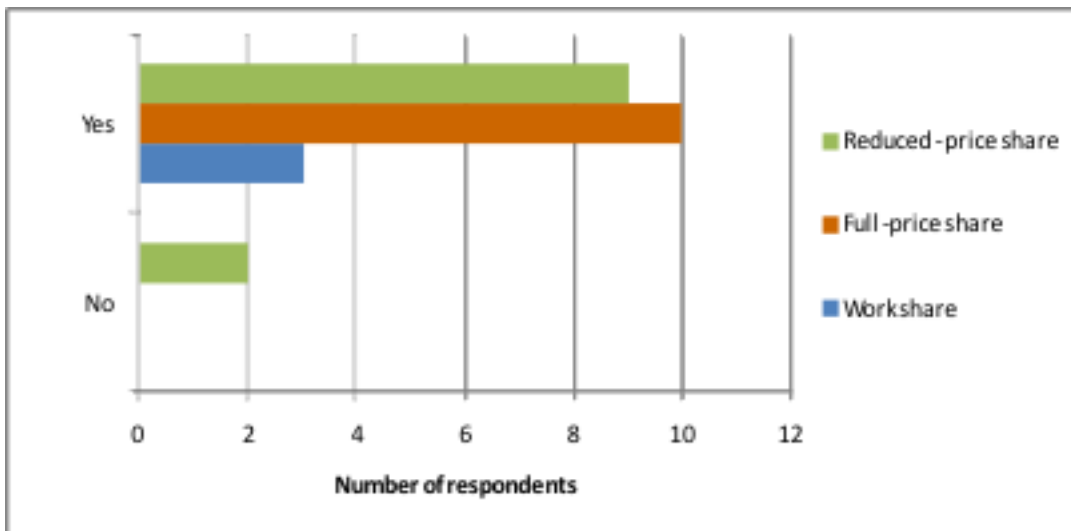


NOTE: All respondents rated CSA produce, but only reduced-price and work share respondents rated the Community fruit shares.

8. Was there enough variety of produce throughout the season?



9. Did you try produce that you hadn't tried before? If so, please write it here.



- 7 Responses** Kohlrabi
- 4 Responses** Kale
- 3 Responses** Lettuces & leafy greens
- 2 Responses** Swiss chard
- 1 Response** Arugula, Mizuna, Baby eggplant, Parsley, Beets, Tomatillos, Bok Choy, Turnips, Braising mix, Cabbage, Herbs

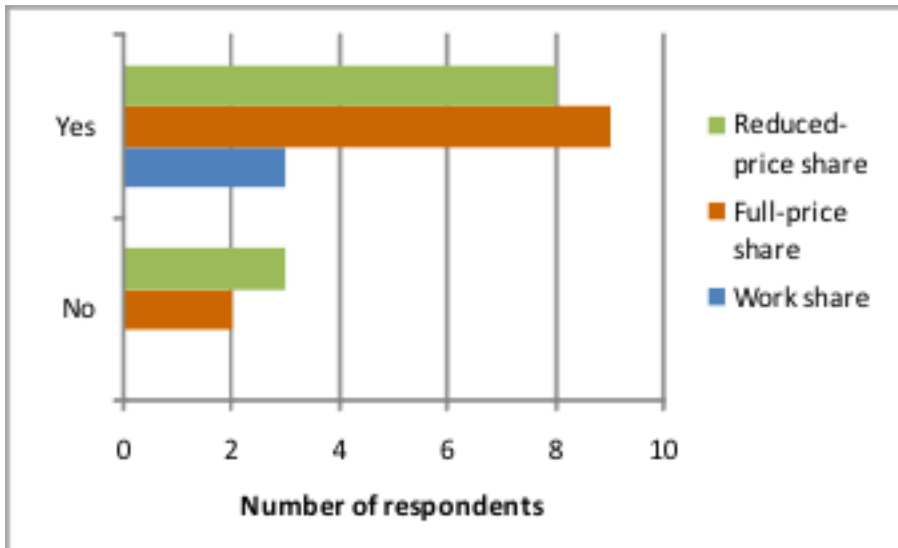
10. What fruit/veggie would you like to see more of throughout the season?

- 4 Responses** Tomatoes
- 3 Responses** Arugula, Kohlrabi, Peppers, Turnips
- 2 Responses** Beets, Cabbage, Carrots, Green beans, Onions, Salad mix, Spinach, Squash
- 1 Response** Berries, Broccoli, Cauliflower, Chard, Cherries, Cilantro, Corn, Fruit, Herbs, Kale, Leeks, Peas, Tomatillos

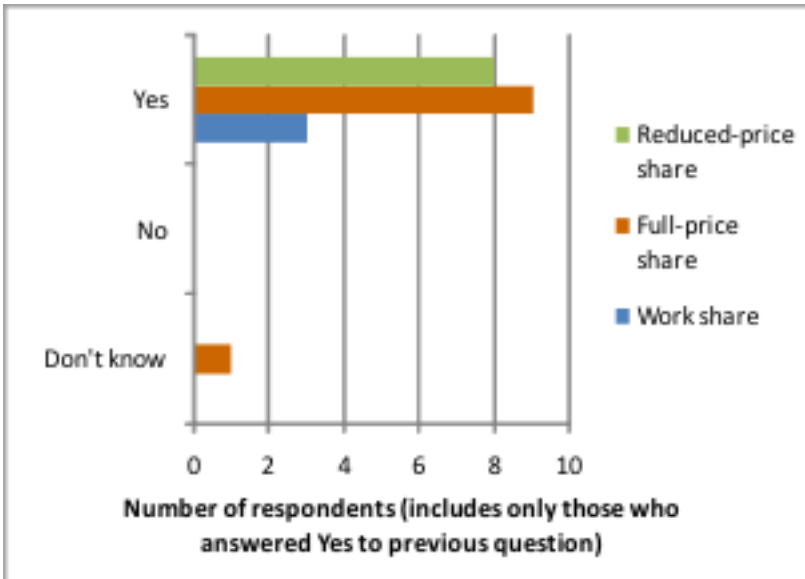
11. What fruit/veggie would you like to see less of throughout the season?

- 4 Responses** Kale
- 3 Responses** Basil, Chard
- 2 Responses** Braising Mix, Salad Mix
- 1 Response** Arugula, Beets, Cilantro, Chard, Fennel, Fruit, Mizuna, Parsley, Radishes

12. Did you try any of the recipes or preservation tips in the newsletter?

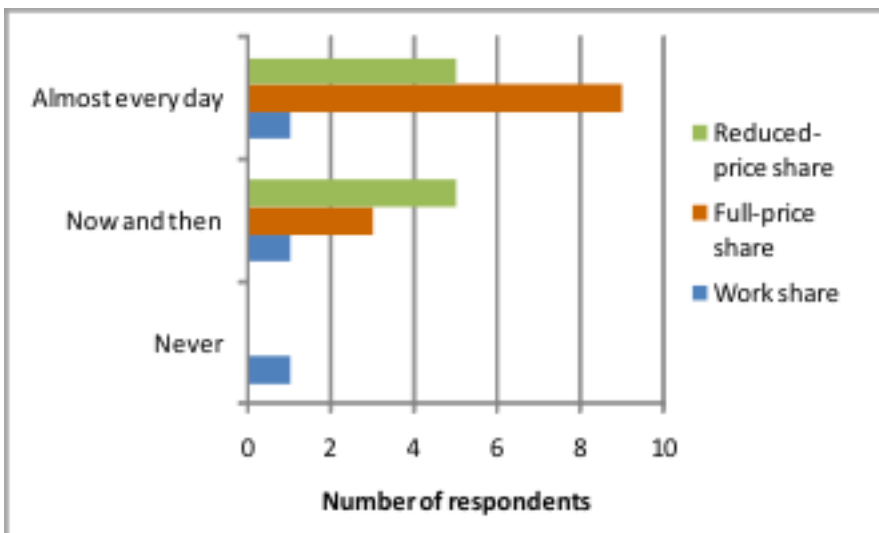


13. If so, did you find them helpful/like them? Please comment.

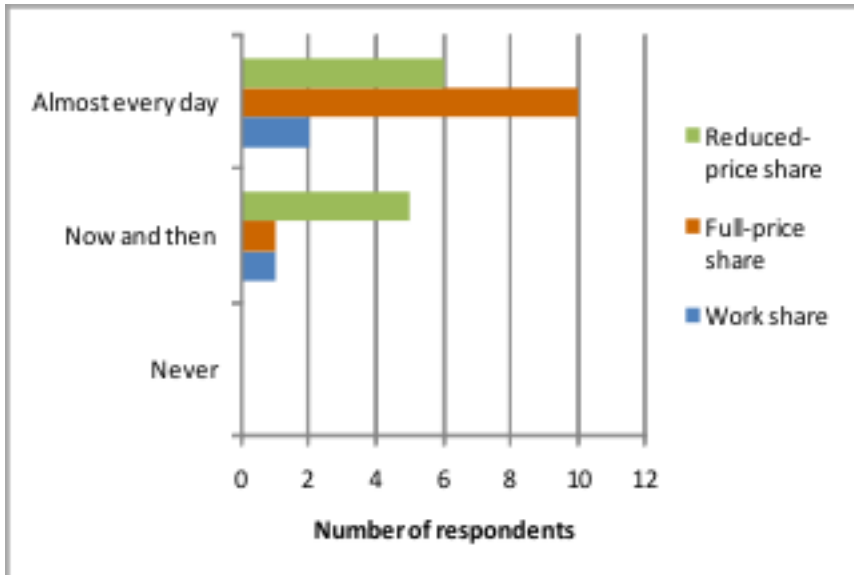


- Even if I didn't follow, they gave me ideas
- I liked the look of some of them, but I almost never use recipes. I just cook. :)
- Recipes were a great idea
- The freezing I like, to the extent I have storage space. I've never canned—nor have space anyway (an apartment) only freezer, top of refrigerator
- The recipes really helped me try new vegetables in my meals. It's a great idea. Create an e-mail of food in shares each week or all season. It would be a great resource to try new and unknown vegetables with comments on some recipes to try and their taste and texture / cooking instructions, for those who like to create new recipes.
- They're nice and easy
- We really liked the newsletter—great job!

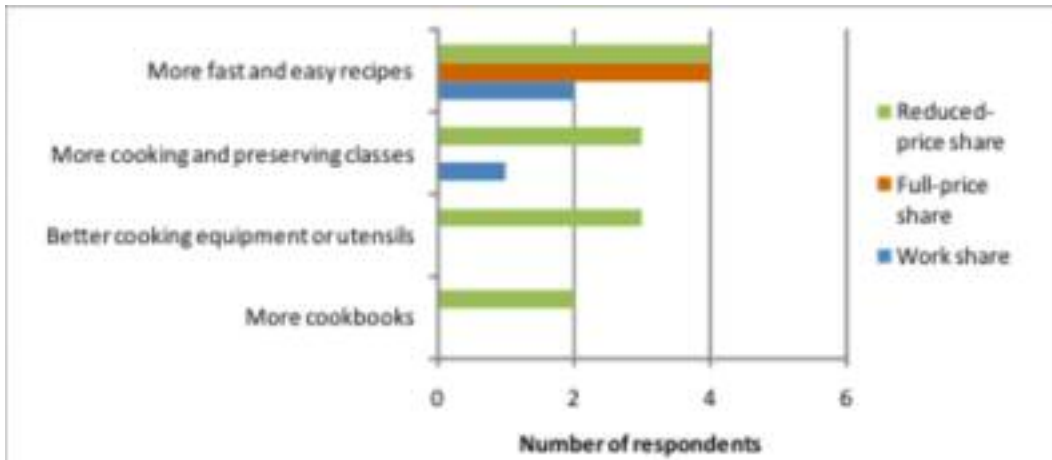
14. Before participating in the CSA, how often did you cook meals from scratch (using a recipe)?



15. After receiving a box of fresh produce and/or fruit each week, how often did you cook meals from scratch (using a recipe)?



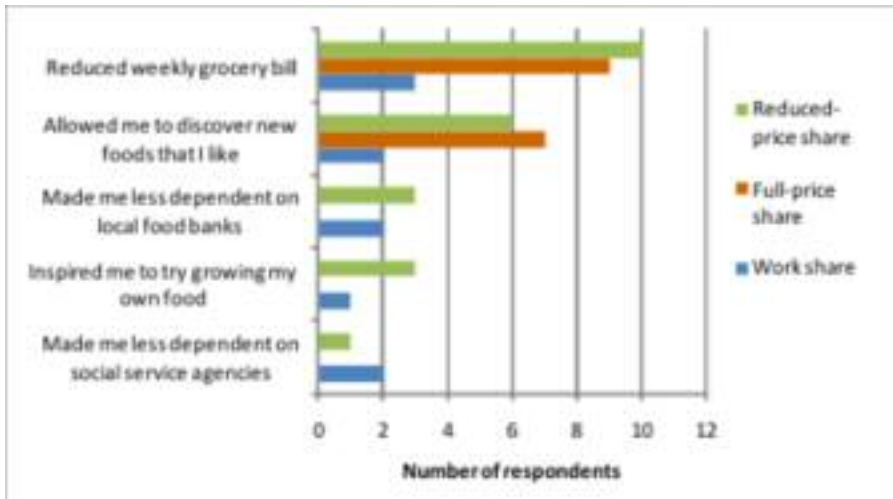
16. Would access to any of the following resources help you to cook more meals from scratch? (Please check all that apply):



Other, please comment:

- Bigger refrigerator and a freezer
- Don't feel I need them
- More time and help

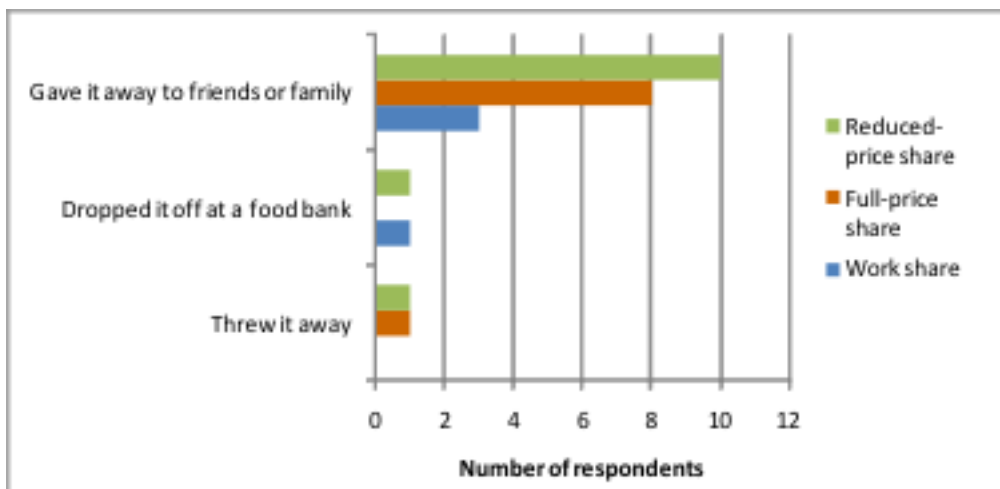
17. Did receiving a box of fresh produce each week change any of the following practices for your family? (Please check all that apply):



Other, please comment:

- Already garden some, but health problems make it difficult sometimes; We ate more high-quality organic produce than we would otherwise have been able to afford
- Eat more seasonably
- I got answers to gardening questions - flea beetles!
- My family is eating healthier and we feel better. We got sick less this season especially with allergies than previous. We have gotten closer to our healthy weights from being too heavy.

18. If you did not eat all the produce in your box, what did you do with it?



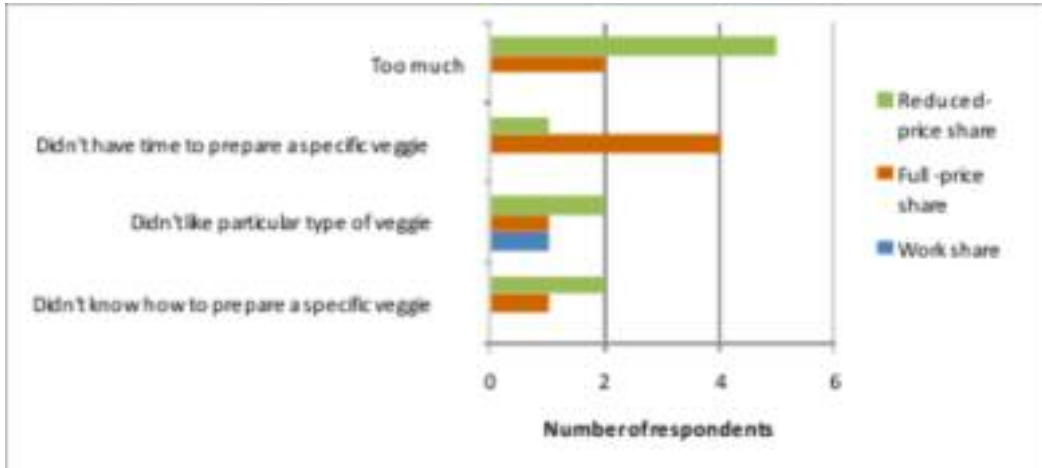
Other, please comment:

- Dried/preserved/froze
- Froze, or pickled
- I ate it all. Actually, it was so fresh it could stay in the fridge for over a week
- left a few things at pickup
- Mostly gave it away but threw away some

- Took it to senior center seniors to pick up (2 or 3 times) (they liked)
- Unused bits of veggies are composted at our house
- We ate it all in 1/2 share

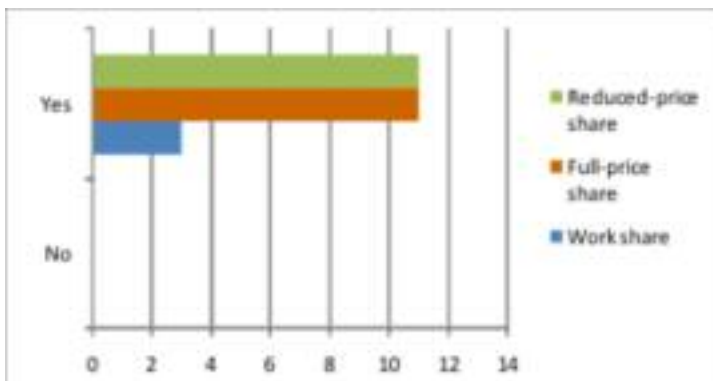
19. If you did not consume all the produce in your weekly share, why?

Other, please comment:

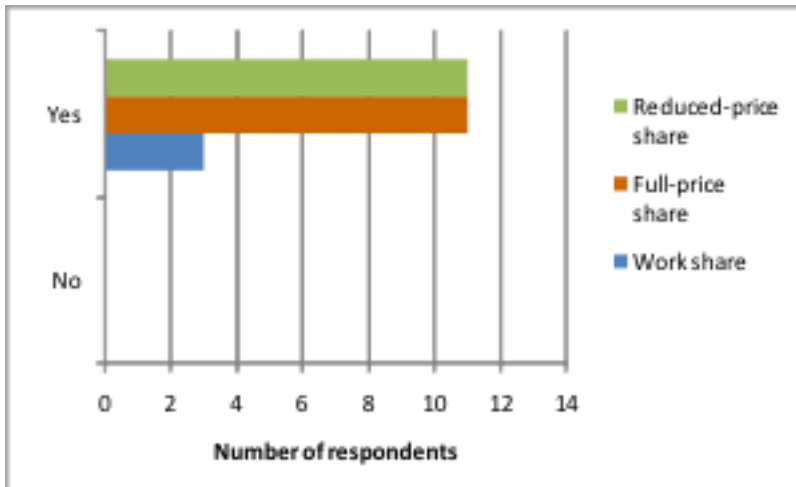


- Crazy schedule
- Didn't store it right or lost in the back of the fridge
- Everything got eaten eventually, but sometimes not the 1st week
- I had a friend who needed food
- Not enough time in my day
- Out of town often
- Rarely
- Realized too late to share it (until I learned); did not like a particular type of veggie a couple of unfamiliar ones
- Some of our garden did better than we thought it might and some weeks market grower friends give us produce, too
- Too much of certain items

20. Would you be interested in participating in a CSA program again?



21. Would you recommend us to your friends?



22. Backyard Harvest would like to know more about the people who use the fresh produce they distribute. This section is optional, and all information will be kept confidential.

Number of people in household, by age

Under age 5	4
5 to 18	22
18 to 64	42
65 and older	5

23. If you have ideas how we can improve the CSA, please write them below:

—Also, could grow the cabbages longer and bigger. I have a comment or suggestion about the produce. If you could, if possible, not pick the ears of corn at such an early stage! Some of the ears have been picked at such a really young stage, that they are hardly eatable and worth it to bother even cooking them! You guys have done a really great job - the guys that delivered the produce were super and really nice

—I loved meeting and getting to know the ladies. They're very special. :)

—I think you did a super job for the first year. Other than comments I already made, can't think of anything

—It has been wonderful—we've had a crazy summer, so the CSA was especially helpful. Everyone has been so friendly and helpful. Thank you for all the work you're doing on this program!

—Just one or two I can think of: 1) Prepare for and be proactive to protect the produce from the several, expected, and predicted early frosts. 2) Be sure the produce is fully developed and ripe before picking it. Were only a few instances where I thought the picker(s) might have misjudged.

—Love it—thanks!

—My experience with the people was very positive. Fresh, really ripe and so good produce really

—No improvement is necessary

—Strawberries?

—Thanks for an amazing, wonderful, caring service!! Great job!!

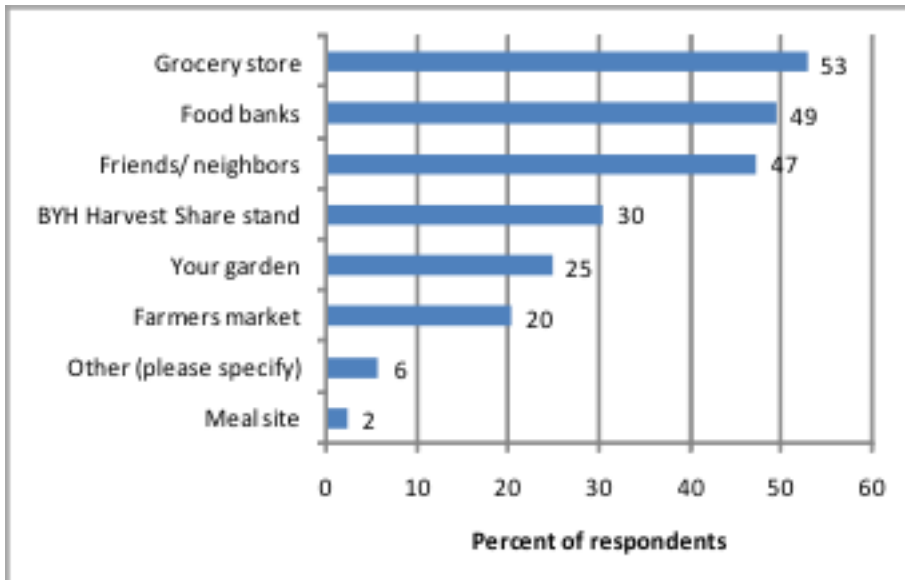
- Thanks! I'd love a chance to see your garden
- The only thing that comes to mind is to have a way to keep the produce chilled before pick up. I understand this is an issue of capital and infrastructure, and I only mention it in the spirit in which the question was asked. Everything else about the program is great!
- We did a great for your first season! I will miss it over the winter and look forward to next spring
- You do a great job. I can't think of any. It's exciting every Wednesday!
- You guys have been great, friendly, and very helpful. Thanks.

24. If applicable, please let us know how your experience with the CSA compares to your experience at area food banks:

- By far, more dignified and fresh
- CSA is wonderful and so friendly! Really enjoyed the fabulous and fantastic produce they brought us! We use to grow a huge garden years ago when we were healthy and much younger!
- Except for a time in early adulthood, I haven't used food banks or food stamps. Recently, I've replaced a few times working at a food bank—my experience the few do appreciate fresh produce but more want cans, boxes, little to prepare supplies (sad)
- I don't go to food banks
- Much better. The staff's attitudes are much better and less judgmental.

APPENDIX C. Harvest Share Survey—Questions & Responses

1. Where did your family's fresh produce come from this summer and fall? Please check all categories that apply.



If possible, please give an estimate of how much of your produce came from each source:

NUMBER OF RESPONDENTS WHO GAVE A PERCENTAGE IN EACH CATEGORY:

	Grocery Store	Food Bank	Friends	BYH Stand	Your Garden	Farmers Market	Other	Meal site
76%-100%	12	1	0	1	1	0	0	0
51%-75%	5	0	2	0	2	1	0	0
26%-50%	8	4	2	3	2	0	2	0
1%-25%	8	14	11	6	5	10	0	1

2. If you received fresh produce from the Harvest Share Stand or a food bank this summer or fall, did you try something you hadn't tried before?

PERCENT OF RESPONDENTS

Yes	No	Don't know
49	42	4

If so, please write it here:

- 4 Responses** Eggplant
- 3 Responses** Leeks
- 2 Responses** Cherokee/Purple tomatoes, Plums, Squash
- 1 Response** Beets, Cabbage, Chard, Cilantro, Corn, Cucumbers, Kale, Kohlrabi, Peaches, Tarragon, Tomatillos, Tomatoes, Zucchini

3. Do you like to prepare meals with fresh fruits and veggies?

PERCENT OF RESPONDENTS

Yes	No	Don't know
97	1	1

4. How often do you cook meals from scratch (using a recipe)?

PERCENT OF RESPONDENTS

Almost every day	Now and then	Never
69	28	1

5. When picking up fresh produce from the Harvest Share stand did you receive any recipes or preparation tips from the staff?

PERCENT OF RESPONDENTS

Yes	No
60	34

6. Did you try out any of these recipes or tips when you got home?

PERCENT OF THOSE RESPONDING TO PREVIOUS QUESTION *

Yes No

77 19

* NOTE THAT 53 RESPONDENTS CHECKED THAT THEY RECEIVED RECIPES OR TIPS

7. If yes, were you satisfied with the results?

PERCENT OF THOSE RESPONDING TO PREVIOUS QUESTION *

Yes No

77 19

* NOTE THAT 41 RESPONDENTS CHECKED THAT THEY TRIED THE RECIPES OR TIPS

Please comment:

- Awesome*
- Did not pick any up*
- Easy to fix*
- Enjoy them all*
- Fantastic help*
- Have not received any*
- I would be satisfied if and when I try the recipes*
- It's nice to have fresh fruits and veggies; I appreciate it*
- Never received produce thru Harvest Share; never tried, but will today*
- Praise God! Fruit of the good earth. Thank you God!*
- Recipes/tips were available*
- Satisfied*
- The recipes are great. They give you a new way to fix things - how tasty*
- They were offered*
- This would be a good thing to do*
- Very easy to read recipes*
- Very good tips!*
- Very good!*
- very helpful*
- Very nice gesture. We love fruit and veggies but quite often can't afford to buy them*
- We appreciate all of the donations. Thank you.*

8. Did you try to preserve (freeze, can dehydrate) any of the fresh produce for use during the winter?

PERCENT OF RESPONDENTS

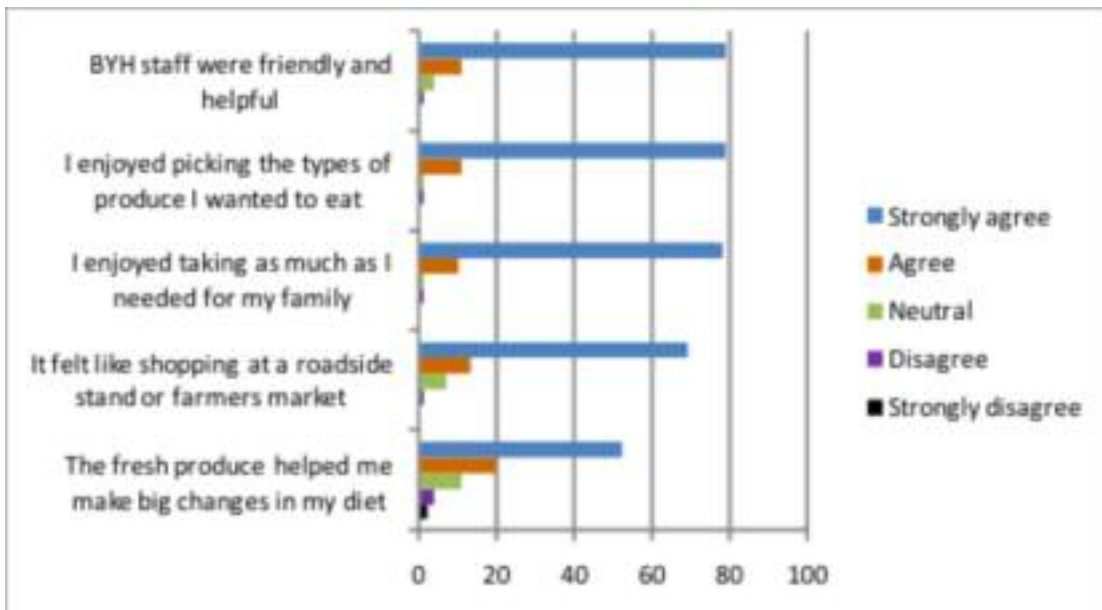
Yes No I would like to, but don't know how

45 46 4

9. Would you be interested in any of the following? Check all that apply:

	PERCENT OF RESPONDENTS
Free fruit or veggie seeds or starts for your garden	56
Receiving more simple recipe ideas	51
Free kitchen utensils and/or equipment	49
Learning how to freeze, can or otherwise preserve summer produce	30
Learning more about growing veggies	24

10. Please rate the following.



11. Backyard Harvest would like to know more about the people who use the fresh produce they distribute. This section is optional, and all information will be kept confidential.

Number of people in household, by age

Under age 5	24
5 to 18	69
18 to 64	112
65 and older	54

12. Please share your comments about the Harvest Share stand and/or how your experience with the Harvest Share stand compares to your experience at area food banks.

- A refreshing idea and something for my children to appreciate and look forward to
- And my Bassett hound Daisy Mae
- Backyard Harvest is fantastic
- Beautiful!
- Good food. All good.
- I am disabled, so this really helped
- I thank you all for the help. God bless.
- I think it's wonderful what you are doing. It's healthier for our kids as well as adults. Everyone has been very nice and helpful. THANK YOU
- I would love to know where you guys
- I'm glad you have it
- It's awesome when it's by the food bank
- More!
- My husband is unemployed and to be able to have fresh veggie for my family is so great. Thank you so much.
- Received produce from Troy Food Bank. Thank you very much. Workin' together! Love, starts, Harmony.
- Thank you so very much. This produce was so great for our family.
- Thanks!
- They do such a great job—keep up the good work.
- Very good
- You guys are great!